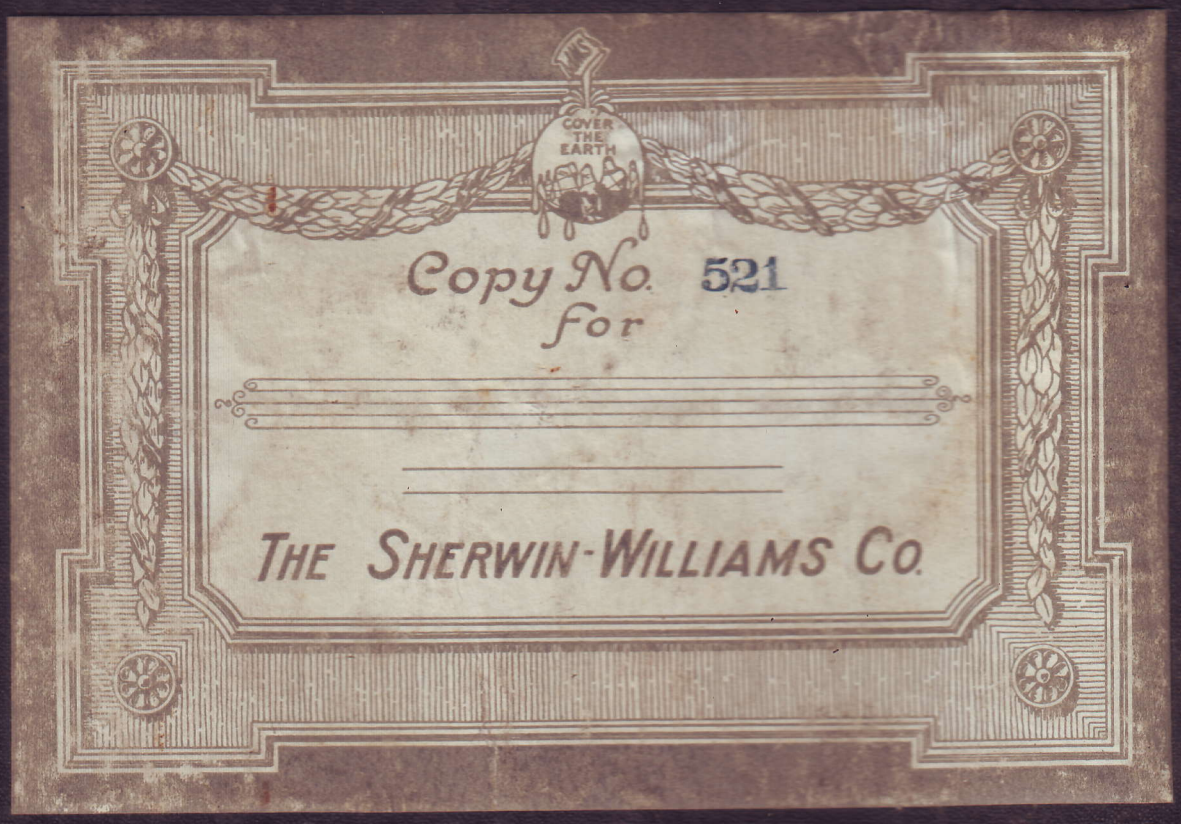
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THE SHERWIN-WILLIAMS CO.

SHERWIN - WILLIAMS

Buyer's Guide

THE SHERWIN - WILLIAMS CO.

ADMINISTRATIVE OFFICES: 601 CANAL ROAD, N. W., CLEVELAND, OHIO

SALES OFFICES, FACTORIES AND WAREHOUSES IN PRINCIPAL CITIES

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SHERWIN-WILLIAMS
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NEWARK, Brown Street and Lister Avenue.
OAKLAND, Shellmound Avenue and Horton Street.

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LOS ANGELES, 652-4 Mateo Street.
MEMPHIS, TENN., 820 Kentucky St.
MINNEAPOLIS, 701 Third Street, North.
MONTREAL, 897 Centre Street.
NASHVILLE, Fifth Avenue, corner Union Street.
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NEW YORK (Warehouse), 52 Thompson Street.
NEW YORK (Office), 292 Madison Avenue.
OKLAHOMA CITY, OKLA., 20 West California Avenue.
OMAHA, corner Tenth and Dodge Streets.
PHILADELPHIA, Delaware Avenue and Chestnut Street.
PORTLAND, ORE., 469 Everett Street.
RICHMOND, VA., 1315 East Main Street.
ROCHESTER, 44 South Avenue.
SALT LAKE CITY, 53 West Broadway.
SAN ANTONIO, 135 West Commerce Street.
SAN FRANCISCO, 454 Second Street.
SCHENECTADY, 326 State Street.
SEATTLE, 512 First Avenue, South.
SPOKANE, 157 South Post Street.
ST. LOUIS, Second and Clinton Streets.
TORONTO, 1 Leslie Street.
TULSA, OKLAHOMA, 118 South Cheyenne Avenue.
UTICA, 49 Franklin Square.
VANCOUVER, 827 Powell Street.
WACO, 720 Austin Street.
WARREN, O., 101 Main Street.
WASHINGTON, D. C., 831 Munsey Building.
WICHITA FALLS, TEXAS, 818 Scott Avenue.
WINNIPEG, 110 Sutherland Avenue.

Foreword

Recognizing an insistent demand from plant executives, purchasing agents, engineers, superintendents, foremen and buyers for a handy reference guide of Sherwin-Williams Products, we have prepared this special catalogue, which is presented with our compliments.

As the largest paint and varnish manufacturers in the world, The Sherwin-Williams Co., has specialized on industrial finishes of all kinds. We number among our thousands of customers many of the greatest institutions in the world, whose business we hold by virtue of service rendered and materials delivered.

The products included in this catalogue are those mostly used in the industrial world for upkeep and maintenance purposes. Included also are a number of important specialties for finishing manufactured products. If you do not find just what you want listed, remember that The Sherwin-Williams Co., makes it—the correct finish for every surface and purpose. Sherwin-Williams manufactures paints, varnishes, enamels, lacquers, stains, dyes, intermediates, colors, chemicals, linseed oil soaps, coal-tar paints, polishes, and disinfectants.

Our business has been built up by making the right finish for each surface, and that finish the best we can make. We are a quality house at all times. We believe in service and maintain warehouses and sales offices in principal cities for that purpose. The list of our offices with their addresses appears on the opposite page.

You can write, telegraph, cable or telephone your orders to our nearest warehouse or office and feel assured that they will have careful and prompt attention. At the following points we maintain complete industrial departments, specializing entirely on problems like yours: Newark, N. J., Philadelphia, Pa., Boston, Mass., Cleveland, Ohio, Cincinnati, Ohio, Chicago, Ill., Kansas City, Mo., St. Louis, Mo., Dallas, Texas, Oakland, Calif., Los Angeles, Calif., Portland, Oregon.

Communications addressed to The Sherwin-Williams Company, 601 Canal Road, N. W., Cleveland, Ohio, attention the Director of Industrial Sales and Plant Maintenance, will always receive prompt attention.

The Sherwin-Williams Co.

MANUFACTURING FACILITIES

In its position as leader, The Sherwin-Williams Co., naturally possesses all those things essential to leadership. Above all, it has men who have made a life study of paints, varnishes, enamels, and kindred lines. It has plants equipped with modern and up-to-date machinery of its own design. It has laboratories, paint chemists and technicians not surpassed anywhere. It has a Technical Service Department working on special requirements and the development of new products, as well as acting as a constant check to keep the standard of our regular line of materials high.

Sherwin-Williams goes beyond this point. It maintains mines and smelters, its own linseed oil plant, and manufactures its own white lead and colors. In other words, it controls the uniformity of the raw products and intermediate materials going into the finished goods.

And all these things are safeguards to our customers. When you buy Sherwin-Williams Products, you may know that you will be satisfied and that the materials, because of the care exercised in their manufacture, will fulfill all your requirements.

DISTRIBUTION FACILITIES

Our list of warehouses, on page 2, shows how widely Sherwin-Williams Products are distributed. Our warehouses are maintained at the proper points to give our customers the benefit of prompt service, quick delivery, and minimum shipping charges.

TECHNICAL SERVICE

We maintain at Cleveland a special department of Technical Service. This department consists of a staff of expert paint chemists and practical men, whose duty it is to maintain the high standard of our materials and to develop new products to meet new conditions and demands. The services of this department are at the disposal of our good customers.

DECORATIVE SERVICE

The Sherwin-Williams Decorative Free Service has won many friends for our company. This special department is composed of a staff of experienced decorators and artists, who prepare schemes of color and submit specifications and suggestions for decorating homes and buildings. One special phase of this service is the offering of suggestions for finishing manufactured products.

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S-W STANDARD BUILDING PAINT

S-W Standard Building Paint has been on the market for over 40 years, always giving satisfactory service. In the course of these years this paint has undergone every conceivable test arising from the varied uses to which it has been put under every known climatic condition. We have taken full advantage of this wide experience and S-W Standard Building Paint has been brought up through constant improvement to the point where we state with confidence that it is the best paint of its kind on the market.

Continued on following page

Additional samples on page 3

S-W STANDARD BUILDING PAINT

Continued

We have been in a position to maintain this high quality because of the fact that we produce and control the principal raw materials used in these products. The Sherwin-Williams Company owns and operates its own lead mines, smelters, lead corroding plant and linseed oil mills and have been manufacturers of quality paints for over 60 years.

S-W Standard Building Paint is a standardized product and the uniformity of the important raw materials at all times which we control, is the consumer's best guarantee and assurance of dependable goods.

Put up in quarts, half-gallons, gallons, fives and barrels.

ESTIMATING QUANTITY OF PAINT REQUIRED

An approximate estimate of the quantity of S-W Standard Building Paint required can be determined as follows: Measure the distance around the building and multiply by the average height, which secures the square feet of siding. Divide this number by 360 (the number of square feet S-W Standard Building Paint covers two coats to the gallon on the average surface). The number secured will give approximately the number of gallons of S-W Standard Building Paint to be used for the body. To secure amount required for trimming, take from one-eighth to one-fifth of the quantity required for body—one-eighth, if there is average trimming, and one-fifth when a house has an unusual amount of pillars, cornices, etc. The same process should be gone through to ascertain the square feet of ceilings, floors, etc., multiplying the length by the breadth and divide that number by 360 (the average covering capacity of one gallon of S-W Standard Building Paint, two coats).

DIRECTIONS FOR USE

Do not expect good results with paint if the paint is not thoroughly stirred. Stirring is one of the most important parts in preparing the paint for the surface. On opening the package, pour off at least two-thirds of the liquid into another container, then stir the remaining pigment with a wide flat paddle carefully and thoroughly. Gradually pour back the liquid, stirring constantly to make certain the liquid is thoroughly incorporated with the pigment. When all of the liquid has been stirred in, pour the paint back and forth from one container to another (known as boxing). Then use a wide paddle and finish the process with the same motion as you would beat an egg. By closely following these directions you will obtain the same consistency as when the paint went into the package.

The preparation of the surface is also important if a satisfactory finished surface is to be obtained. The surface should be dry, clean and free from dust, dirt or loose paint. Where necessary, wire brushing should be done to properly remove the old loose paint. Never apply paint to a damp surface.

S-W Standard Building Paint is prepared ready for use in proper brushing consistency.

Different kinds of lumber, however, require different treatment and we have therefore suggested special treatment for certain kinds as mentioned. The greatest care should be taken in following the directions.

Where the wood shows pitchy spots these spots and all knots should first be coated with the best orange shellac before the priming coat is applied.

New Wood (Outside)

First Coat—On new soft wood or old weathered lumber a gallon of S-W Standard Building Paint should be thinned with one gallon raw linseed oil and one quart pure turpentine.

For resinous woods, such as yellow pine or cypress, add two quarts turpentine and one quart raw linseed oil to each gallon of paint.

Second Coat—For soft woods add one pint pure turpentine and for resinous woods one quart raw linseed oil to each gallon S-W Standard Building Paint.

Third Coat—Each gallon of paint may be thinned with a pint to a quart of raw linseed oil if desired.

Repainting Work (Outside)

Same as above, except omit first or priming coat.

S-W FRENCH CROWN GREENS

A line of chrome greens of very high quality, ground in linseed oil and used for painting window blinds, sashes, lattices, roofs, fences, in fact, all surfaces where an intensely bright, permanent shade of green is essential. This paste was developed especially for making green paint by the addition of linseed oil and the necessary drier. It is very popular with the master painter and sign painter. S-W French Crown Greens are frequently used by painters for tinting purposes.

Four shades of green are offered in this line and can be supplied in one and five pound cans and twelve-and-one-half and twenty-five pound pails.

See opposite page for color samples.

S-W STANDARD BUILDING PAINT

Continued

	Suitable Trimmers			Suitable Trimmers
Cream Gray 360	496 355 Gloss White 499		Sky Blue 464	For Porch Ceilings, etc.
Warm Drab 485	496 388 498		Blue 369	For Inside Use
Quaker Drab 391	496 360 498 393		Pearl Gray 479	Gloss White 353 355
Red 367	475 391 496 Very durable for Brick work		Silver Gray 357	Gloss White 355 353
Rich Maroon 382	For Doors, Sash, etc.		Stone 351	496 360 Gloss White
Antique Brown 499	375 391 496		Light Lead 353	Gloss White 360 363
Modern Brown 388	387 391 393		Slate 363	Gloss White 357

SWP is also made in Black, Outside Gloss White, China Gloss White, Flat White and Inside Varnish White

S-W FRENCH CROWN GREENS

Color Samples

Light			Dark
Medium			Double Dark

S-W UNIVERSAL THINNER

A thoroughly satisfactory thinner for all types of liquid and paste paints, varnishes and enamels, which do not require pure spirits of turpentine as the reducing agent.

After extensive research and experimenting our Research Department developed a product that would closely approach turpentine as a thinner. This product is Universal Thinner.

S-W Universal Thinner should in no way be confused with the many petroleum distillates and mineral spirits which are offered as substitute turpentine, as its solvent properties are approximately sixty per cent higher than the best mineral spirits.

There are instances where the cost of production prohibits the use of turpentine as a thinner and in such cases Universal Thinner will be found satisfactory from a cost as well as a quality standpoint.

There is only one pure spirits turpentine, but if you must use something besides pure spirits turpentine, be sure it is S-W Universal Thinner, the best known substitute for it.

S-W Universal Thinner is put up in one and five-gallon cans, and barrels.

S-W DRIERS AND JAPANS

S-W DRY-O-NITE

Dry-o-nite is one of the best all-round driers made. It is intermediate in cost but in effectiveness approaches the higher and more economical class of driers.

It can be used in varying proportions, depending upon the class of work and the rapidity with which drying is desired. The ordinary reduction is one part Dry-o-nite to nineteen parts oil, which will dry hard in 24 hours (or to touch in 8 hours). Quicker drying time can be obtained by increasing the proportion without material danger of burning, curdling, separation, etc. It is of medium color.

Put up in half-pint, pint, quart, half-gallon, gallon and five-gallon cans; also in 15, 30 and 55 gallon drums.

S-W HERCULES DRIER

A high grade concentrated dark drier of exceptional strength. Owing to its heavy body and great drying strength, it is most economical for the master painter. In proportion of one part drier to forty parts of oil, dries over night.

Put up in pints, quarts, half-gallon, gallon and five-gallon cans; also 15, 30 and 55-gallon drums.

S-W JAPAN DRIER

A medium priced drier for general work, possessing medium color and good drying strength. Is thoroughly economical and satisfactory.

Put up in half-pints, pints, quarts, half-gallon, gallon and five-gallon cans; also 15, 30 and 55-gallon drums.

S-W GOLD SIZE JAPAN

A pale heavy-bodied japan of superior quality. Its great strength makes it economical and it is perfectly safe to use with any mixture. A binder, which can be used with delicate colors without injury. Will properly harden rough stuff and facilitate the drying of all undercoats.

Put up in half-pint, pint, quart, half-gallon and gallon cans.

S-W COACH PAINTERS' JAPAN

Specially prepared for the coach painter's use and thoroughly reliable for the preparation of all undercoatings. Acts as a hardening agent as well as a mixing japan and is always uniform.

Put up in quarts, half-gallon and gallon cans.

SHERWIN-WILLIAMS ZILO

(PURE WHITE LEAD WITH ZINC ADDED)

We offer S-W Zilo, pure lead with pure zinc added, not as a lead substitute, but as the best paint pigment modern science has developed.

Zilo, used according to the directions on the package, will make a paint having a better and more lasting gloss than white lead paint and will be more economical and cost less by the job.

White zinc is universally acknowledged to be the right pigment to add to white lead to retard the objectionable chalking characteristic of white lead paint. Zilo contains 75% white lead and 25% white zinc ready mixed in the package. This is the proportion most master painters advocate as ideal. The further addition of white lead to Zilo will provide any percentage of white zinc up to 25%, the painter may prefer for any special purpose.

It is more economical to purchase Zilo than to mix the required amount of white lead and white zinc, as a moment's figuring will demonstrate. For example: Figure the best price at which you can buy 25 pounds of pure zinc oxide ground in refined linseed oil. To this, add the figure which you would have to pay for 75 pounds of strictly pure white lead today. Total your figures and compare the result with the price of 100 pounds of Zilo. In addition to this, there is the saving of the time required for thorough mixing of the two pigments by hand. The uniformity produced by machine grinding of the two pigments together in the factory cannot be duplicated by hand mixing.

Zilo is bulkier than white lead and 100 pounds of Zilo will take 3 pints more linseed oil than 100 pounds of white lead. Zilo produces a whiter job than white lead and does not show the same tendency to graying upon exposure to weather as white lead. Zilo also shows stronger covering power and spreads farther per gallon than white lead paint.

S-W Zilo is furnished in 25 and 50-pound steel pails and 100-pound steel kegs.

S-W OLD DUTCH PROCESS WHITE LEAD

White lead is a staple product by which it is often customary to judge the quality of an entire paint line. In every stage of its manufacture, there is need not only for conscientious attention to detail but a wide experience and thorough understanding of the processes entering into the operation.

It is a striking example of our confidence in the quality and purity of Sherwin-Williams Old Dutch Process White Lead to note the following guarantee appearing on every package:

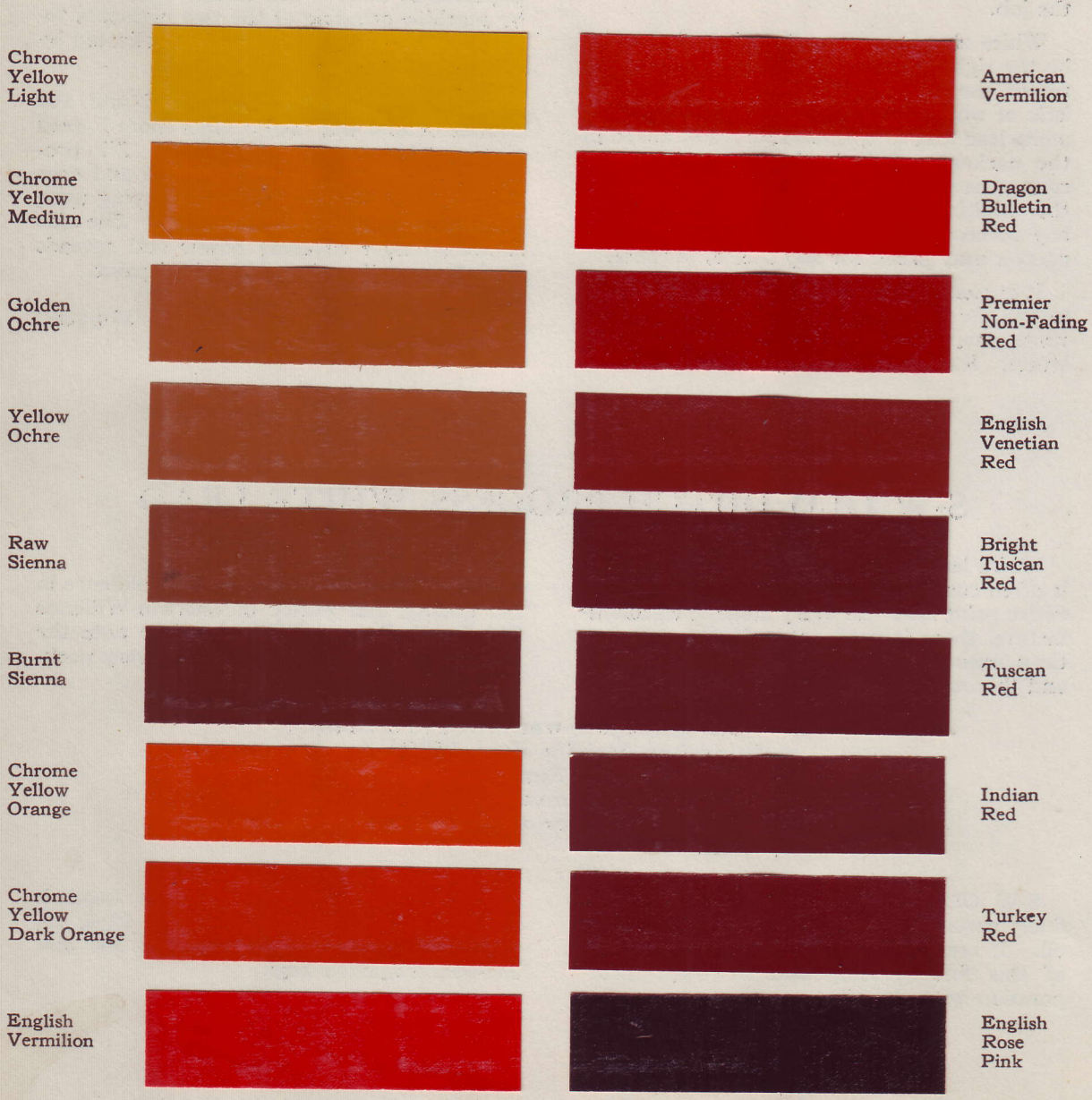
"This package is warranted to contain nothing but Strictly Pure White Lead, ground in Strictly Pure Linseed Oil and we will pay one ounce of gold for every ounce of adulteration it may be found to contain."

S-W Old Dutch Process White Lead is finely ground in strictly pure, refined linseed oil. It remains soft in the package because of this fine grinding and thorough incorporation with the oil.

S-W Old Dutch Process White Lead is put up in 1 and 5-pound tin cans, 12½, 25, 50 and 100-pound steel kegs, and 300 and 500-pound wooden kegs.

S-W FIRST QUALITY COLORS IN OIL

Sherwin-Williams First Quality Oil Colors is one of the oldest lines we manufacture, being among the first products ground in the little old plant at Cleveland which was the parent of the gigantic organization to which the Sherwin-Williams Company has grown today. This line has always been considered one of the fundamental lines which stood for the honor and quality of our entire proposition. First Quality Oil Colors are chemically pure, ground in pure refined linseed oil and are of the finest quality possible to make. These colors will be found to be more economical for general use than colors which are not full strength and, of course, will yield cleaner, more attractive tints than impure colors of weak, uncertain tinting strength.

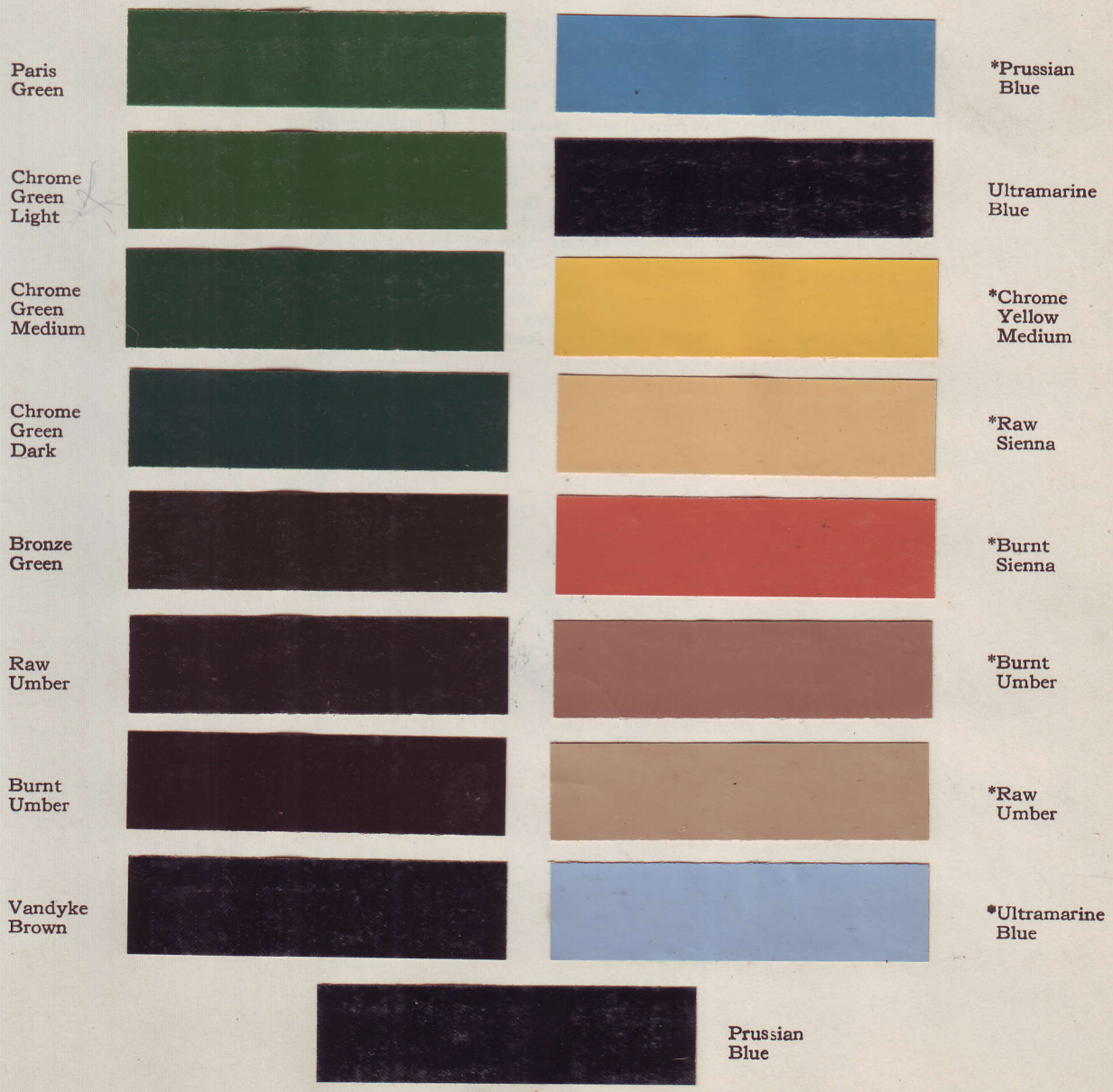


S-W FIRST QUALITY COLORS IN OIL

Continued

The fine grinding of these colors also makes them "go farther" than cheaper colors which are not so finely ground. Our tremendous manufacturing facilities combined with our purchasing power makes this line of colors absolutely dependable and uniform at all times. A large part of the basic dyes and colors are made in our own plant and under our control at all times. All other colors not of our own manufacture, such as siennas, ochres and umbers, are carefully tested to maintain a uniform product. The quantities

(*Continued on following page*)



* Let down 1 to 20 lbs. White

S-W FIRST QUALITY COLORS IN OIL

Continued

required for our enormous output naturally puts us in a position to select the quality and types of raw materials most desirable.

The samples listed on the preceding pages show the colors both in full strength and let down with white lead in the proportion of 1 to 20. This will show clearly the purity and character of the color as well as the tinting strength.

Sherwin-Williams First Quality Colors in Oil are put up in collapsible tubes, one-pound cans and five-pound pails.

DIRECTIONS FOR USE

In using First Quality Colors in Oil with pure white lead or Paste White Stock, the lead should first be broken up to a semi-paste consistency and stirred until the mixture is perfectly smooth. The color should then be reduced to about the same consistency by the addition of a little turpentine. Then gradually add the color to the white, keeping the mixture stirred continually until the desired shade appears. It will be found that much less tinting color will be required for Sherwin-Williams First Quality Colors in Oil, so used, than if ordinary adulterated colors or dry colors hand-mixed with oil are used. Sherwin-Williams First Quality Colors in Oil represent the highest quality in purity, tinting strength, and fineness of grinding.

S-W PORCH AND DECK PAINT

Sherwin-Williams Porch and Deck Paint is made especially for use on porch floors, steps, canvas decks, platforms, boat decks and similar exterior surfaces which are subjected to severe exposure and hard foot-wear, scuffing of heels and wear brought about by the moving of heavy articles.

Porch and Deck Paint is specially prepared to withstand rain, snow, sun, heat, etc. It affords the greatest protection to the surface, prevents penetration of moisture—the forerunner of decay—and does away with premature and costly repairs. This paint is made to withstand the severest abuse of cleaning and scrubbing with soap and water.

Color Samples on following page

S-W Porch and Deck Paint is put up in quart cans, half-gallon and gallon pails, five-gallon cans and barrels.

COVERING CAPACITY AND DIRECTIONS

S-W Porch and Deck Paint will cover approximately 360 square feet, two coats, to the gallon.

The surface should be clean and perfectly dry. Stir the paint thoroughly from the bottom of the can. Brush out in thin even coats with a bristle brush, working the paint well into the pores of the wood.

Do not apply succeeding coat until the previous one is thoroughly dry, proceeding as follows:

First Coat — Thin with turpentine, one quart to a gallon of paint. *Second Coat* — Reduce with about one pint of turpentine to a gallon of paint. *Third Coat*—Apply paint as it comes from the can. Brush out well.

Old Work: Remove all loose paint. Coat all bare spots as described above for first coat on new work. Next apply coat over entire surface, first thinning the paint with about one pint of turpentine to the gallon. Final coat shall be applied just as it comes from the can.

When thinned with turpentine the thinner should be added gradually and total amount thoroughly stirred into contents of package.

S-W SEMI-PASTE PAINT

Sherwin-Williams Semi-Paste Paint is a high quality product provided for those who prefer to obtain their paint in semi-paste form. It is a most practical paint to use in manufacturing or railroad communities where there is a presence of sulphurous gases in the air.

S-W Semi-Paste Paint, when properly thinned as directed, will dry with a full oil gloss and will produce a most satisfactory and durable surface.

S-W Semi-Paste Paint is put up in quart, gallon and five-gallon packages; also barrels.

One gallon of Semi-Paste Paint, properly reduced, will cover 550 to 600 square feet, two coats.

Semi-Paste Paint is double strength and must be thinned properly to make it ready for use. This paint contains sufficient drier to insure proper drying under all ordinary conditions. For thinning, use pure raw linseed oil. (See directions for use for priming coat).

The quantity of oil to be used will depend largely upon weather conditions and upon the condition of the surface to be painted. Sherwin-Williams Semi-Paste Paint will stand an average reduction of a gallon of linseed oil to the gallon of Semi-Paste Paint. Use more oil in the priming coats and less oil for the succeeding coats.

After opening the package, stir the contents thoroughly until it is perfectly smooth and uniform. Then stir in the required amount of raw linseed oil, adding the oil gradually.

Priming Coat: Use at least 1½ gallons raw linseed oil to each gallon of Semi-Paste Paint. For every gallon of linseed oil use a half-pint of pure spirits turpentine.

Note:—The surface to be painted must be clean, free from dust and grease or dirt of any kind, and must be perfectly dry.

See following page for Color Samples

S-W PORCH AND DECK PAINT

COLOR SAMPLES

47—Deep Buff

48—Gray Stone

50—Brown Stone

49—Light Gray

69—Dark Gray

51—Dark Slate

S-W SEMI-PASTE PAINT

COLOR SAMPLES

146

134

121

140

130

117

109

148

107

111

161

French Crown Green

S-W CONCRETE WALL FINISH

An ideal painting material for use on exterior or interior concrete or stucco walls of residences, manufacturing plants, warehouses, office buildings, public institutions, silos, etc., also for painting concrete bridges and reinforced concrete poles.

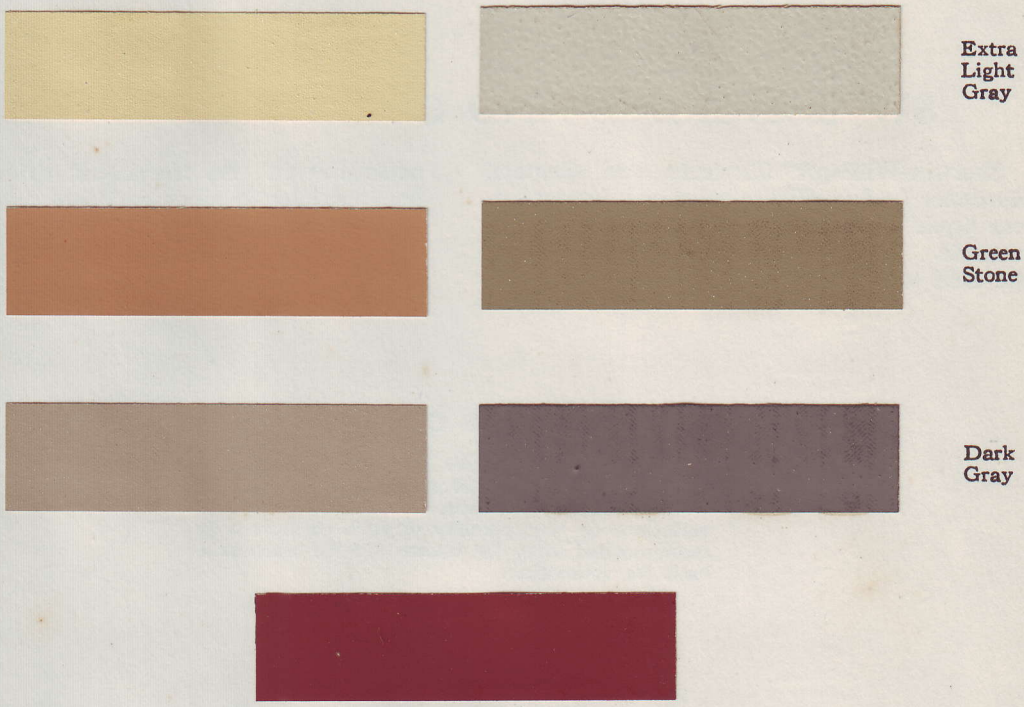
S-W Concrete Wall Finish is excellent for use on stucco because it preserves the texture of this type of surface and at the same time forms a water-resisting coating over the wall, protecting it from cracking caused by moisture and freezing.

S-W Concrete Wall Finish is valuable for painting brick walls, particularly in the case of old brick buildings where new additions have been made and a uniform appearance is desired.

This paint covers solidly with two coats, works smoothly under the brush and dries with an attractive semi-gloss finish.

It has a covering capacity ranging between 150 and 250 square feet, two coats to the gallon, depending on the porosity and texture of the surface to be finished. It is furnished in one and five-gallon cans and barrels.

S-W Concrete Wall Finish is made in seven pleasing tints and shades and also white, color samples of which are shown below. Many additional shades can be secured by combining these colors or by letting them down with white or cream.



Also White

See other side for directions for use

S-W CONCRETE WALL FINISH

Continued

Sherwin-Williams Concrete Wall Finish is a high grade oil paint, free from gums, soaps or other deleterious materials. It is very dense and efficient in covering, enabling the user to obtain a most satisfactory finish with but two coats. Being ground exceedingly fine, it may be sprayed on a surface efficiently with air brush equipment if desired.

The pigment and binder (oil) are so balanced or proportioned as to produce a dull finish when the paint is applied to the average surface. Where more gloss is not objectionable or when the paint is to be applied to very porous surfaces, or in places where extreme endurance is essential, it will be benefitted by the addition of pure raw linseed oil to the second or final coat in such proportion as the conditions may justify.

Before applying, make sure that the surface to be painted is thoroughly dry and free from dirt and loose particles of sand, so that the bond between the paint and the concrete or stucco surface may be perfect. Any salts or efflorescence on the surfaces to be finished should be scraped off and the surface washed with a solution of zinc sulfate and water mixed in the proportion of three pounds of zinc sulfate to a gallon of water. After this treatment, the surface should be allowed to dry thoroughly before the Sherwin-Williams Concrete Wall Finish is applied.

The first coat of Concrete Wall Finish should be thinned with pure turpentine in proportion of one quart of turpentine to the gallon of paint. At least forty-eight hours should be allowed for the first coat to dry. The second coat should be applied in the consistency in which it comes from the can.

S-W Concrete Wall Finish can be used full body for spraying but if desired it can be reduced with about one pint pure turpentine to the gallon of paint.

Not recommended for finishing cement floors. For this purpose use Sherwin-Williams Concrete Floor Paint.

SW CONCRETE AND CEMENT HARDENER

Sherwin-Williams Concrete and Cement Hardener (a fluo-silicate solution), is a colorless liquid containing silicate rock dissolved in acids. When applied to a cement surface the acid will react with any free alkali and neutralize it. As the liquid dries out, the fine particles of silica rock are deposited between the grains of cement and sand. This tends to seal and harden the surface, and materially resists the dusting off which results from hard wear.

COVERING CAPACITY

One gallon of Concrete and Cement Hardener will treat from 60 to 100 square feet of cement surface three applications, but as there are great variations in the porosity of such surfaces it is recommended that 70 square feet be taken as a basis for estimating.

DIRECTIONS FOR USE

Sherwin-Williams Concrete and Cement Hardener is easily and quickly applied by flushing, and then brushed out with a wide floor brush.

Where the cement floors are not to be painted, three coats of Concrete and Cement Hardener should be applied, diluting as follows:

First Coat—Two gallons of water to one of Hardener.

Second Coat—One gallon of water to one of Hardener.

Third Coat—One gallon of water to two of Hardener.

Sherwin-Williams Concrete and Cement Hardener is filled in one-gallon glass jugs, in five-gallon glass carboys, also in thirty-gallon and in fifty-gallon waxed wooden barrels. The wax prevents leakage through the staves, but we would not recommend carrying any stock in barrels beyond six months from date of filling.

S-W CONCRETE FLOOR PAINT

Sherwin-Williams Concrete Floor Paint is especially adapted for the finishing of concrete floors. It is dense in body and dries with a full enamel-like finish which is extremely tough and resistant to wear.

S-W Concrete Floor Paint will cover approximately 250 square feet of average surface two coats to the gallon, depending on the porosity and texture of the surface that is being finished.

This product is made in eight durable and attractive shades, color samples of which are shown below, and is filled in quart cans, also in half-gallon and gallon pails.

DIRECTIONS FOR USE

The painting of cement surfaces is not difficult, but there are several important features that require attention if a satisfactory finish is to be obtained. Moisture and alkali are responsible for most failures. It is therefore important that sufficient time be allowed before painting to permit thorough drying. The surface should be neutral, or free from alkali.

Cement floors laid directly on the ground, without proper drainage, are seldom in good condition for painting. Such floors can often be improved by the application of one coat of Sherwin-Williams Concrete and Cement Hardener, described on the following page.

Before the paint is applied the surface must be thoroughly clean and dry, and free from oil, grease, dirt and particles of sand and other foreign substances.

Best results will be obtained by the application of thin coats, allowing each to become hard before the next is applied. The first coat should be allowed 48 hours for drying.

The first and second coats should be thinned with one pint of pure turpentine to each gallon of paint. The third coat should be applied just as the paint comes from the package. If it appears too thick for easy spreading, thin *slightly* with pure turpentine.

If but two coats are to be applied the second coat should not be thinned. Use the paint as it comes from the package, brushing out thoroughly.

The worn spots of previously painted surfaces should be touched up as directed for first coat before the entire surface is painted. Then apply two coats of Concrete Floor Paint, thinning the first with one pint of turpentine. The second coat should be applied without reduction, or just as it comes from the package.

S-W CRACK AND SEAM FILLER

Sherwin-Williams Crack and Seam Filler is a tough, elastic composition for filling cracks, crevices and seams in old and new floors. It will not shrink or dry up like putty and gives a smooth surface over which to apply paint or varnish.

Crack and Seam Filler has considerably more bulk to the pound than the average filler on the market and consequently goes much farther.

It is especially prepared so that it will expand and contract with the wood in the different seasons of the year. It is therefore made with a view of keeping it in a fairly soft condition but it will be found to surface dry sufficiently hard in 24 hours to permit the application of succeeding coats of finishing materials.

This product is ready for use as it comes from the package and is offered in one and five-pound cans.

DIRECTIONS FOR USE

This filler should never be applied to the bare wood as the oil content would have a tendency to soak into the wood, leaving the pigment to dry out and crumble. It should be applied either after the first coat of paint (or varnish) is thoroughly dry or after the cracks and holes have been carefully primed.

In applying the filler, it is important to fill the cracks thoroughly by pressing the filler all the way to the bottom of the crack. If this is not done, it is apt to hang on the sides and later on give way, causing a break in the surface film and greatly disfiguring the floor.

S-W CORNISH EUREKA GOLD SIZE

A high-grade standard gold size used principally by automobile, coach and sign painters as well as interior decorators for gold leaf, silver leaf, aluminum leaf, Florentine leaf, Dutch metal or any other leaf known to the gilder's art. It is extensively used for gilding decorative work on interior of public buildings, banks, churches, etc., and on automobiles and passenger coaches. It gilds excellently over a flat color as well as over varnish color or rubbing varnish. S-W Cornish Eureka Gold Size is very durable and will not sag or run to an edge. It can be varnished over without danger of cracking.

S-W Cornish Eureka Gold Size is made in three types, Extra Quick, Quick and Slow. It is supplied in quarter-pint, half-pint, pint, quart, half-gallon and gallon cans.

SHERWIN-WILLIAMS
PLANT STANDARDIZATION PLAN

Perhaps one of the most valuable services that we have rendered our customers is that of giving them Plant Standardization of Paints and Varnishes. Plant standardization is the method devised to effect economy in the selection and use of materials for maintenance and upkeep purposes, and this plan has been welcomed and used with success by many of the leading industries in the country.

Briefly, our Plant Standardization Plan is this:

(1) We are prepared to make a special study of the various problems of maintenance and upkeep in each of your building units, including all your equipment.

(2) Our Technical Service Department will go carefully into any special conditions that may exist, working through our representative with the individual in charge of your Maintenance Department.

(3) The Technical Service Department then makes its recommendations for finishing materials for each surface in your plants and buildings, basing them upon knowledge of the materials and your own requirements as to color, quality, and price.

(4) Plant Standardization Charts, showing the actual colors for the various surfaces, listing and numbering the various materials, are then prepared by our Technical and Printing Departments.

(5) These charts are delivered to you to be placed in departments where they will be useful in the selection of materials for every surface. Your department heads can place requisitions on your purchasing department; your purchasing agent in turn places orders with us for materials by number, inasmuch as we keep master charts in all our branches with whom you may deal.

(6) Ordering is thus simplified for you and easily controlled. You are assured uniform finishing materials for your plants and branches, regardless of location. Our own wide distributing facilities through our many warehouses insure the prompt filling of your orders and cut down shipping charges and loss of time.

(7) In short, your upkeep problems are minimized, your cost decreased, much time saved, confusion avoided, and satisfaction obtained.

Any further information concerning the Sherwin-Williams Plant Standardization Plan will be furnished by our representative, and inquiries addressed to The Sherwin-Williams Company, 601 Canal Road, N. W., Cleveland, Ohio, to the attention of the Director of Plant Maintenance, will receive prompt and careful attention.

S-W PIPE LINE STANDARD COLORS

The ready identification of the several systems of piping in any industrial plant, public building, or other use of power house piping, is extremely important. In cases of emergency, it becomes practically a necessity, and if each system cannot be readily distinguished, the results may be more serious than expected.

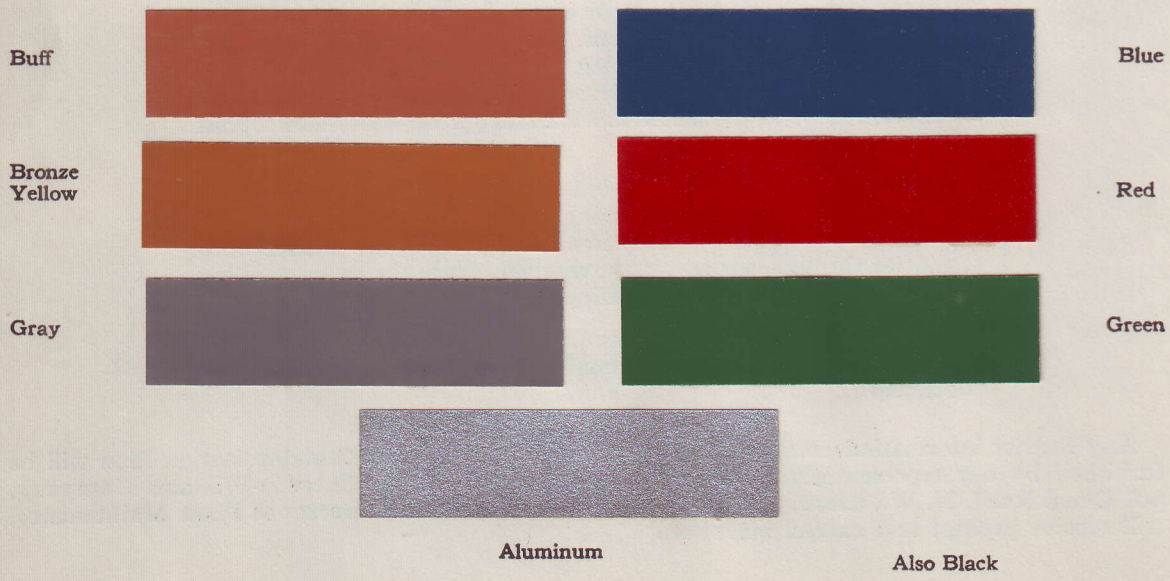
The very simple method of arriving at the desired result is to paint each separate system a distinguishing color or shade. If a leak develops in the ammonia line, let us say, you can easily follow the red pipes, and find the cause of the trouble. If the hot water system is out of order, or if the steam-return pipes seem not to function properly, all you need do is refer to the chart, find the color of the system you are worrying about, and then trace the line until you find the faulty spot.

Once the system is installed, you will find that it pays for itself over and over again in the saving of time, labor, and trouble, which means, in industrial plants, a considerable saving of money. The only difficulty in the situation at all is that of choosing the colors, and getting the materials that will give the proper good service, and this is where The Sherwin-Williams Company is prepared to help you out.

Our Pipe Line Standard Colors are specially designed for the purpose referred to above. The materials have been developed to a high degree of perfection to withstand rough usage, exposure, and all destroying agents such as oils, grease, acids, gas, etc. The colors themselves are serviceable, conform to engineering practice, and retain a lustrous finish with great permanence.

Having furnished you with the proper materials, the Company is in a position to render further service in the preparation of a chart, which will tell you quickly and concisely which material is used on each separate line, and will give a sample of the colors, made with the actual material with which your pipes are painted. This chart can be furnished in quantities according to the customer's need, and in each case where this has been done in the past, the customer has found it to be of great assistance.

S-W Pipe Line Standard Colors are supplied in the colors shown below and are put up in one and five gallon cans and barrels.



S-W SAVE-LITE

THE INTERIOR EG-SHEL WHITE

The value of mill white for the interior walls of mills, factories, shops, warehouses, lofts, etc., is well known. Increased production, decreased cost of inspection, fewer mistakes, reduced liability of accidents, greater contentment and loyalty of workers, are some of the benefits resulting from the use of a white finish. The superiority of Sherwin-Williams Save-Lite Eg-Shel White lies in its non-glare surface. Instead of reflecting the light in dazzling rays Sherwin-Williams Save-Lite Eg-Shel White diffuses it gently and evenly throughout the room, shedding a soft radiance on the work, insuring clear visibility and eliminating eye-strain.

Below is a list of some of the representative classes of industries which have found in Sherwin-Williams Save-Lite Eg-Shel White a solution to difficult lighting problems:

Automobile plants, bakeries, candy companies, canneries, copper mills, cotton mills, department stores, foundries, garages, hotels, ice plants, knitting mills, laundries, machine shops, milk condenser plants, packing houses, paper mills, plantation buildings, press rooms, restaurants, rest rooms, shoe factories, silk mills, steel mills, store rooms, sugar refineries, textile mills, warehouses, woolen mills, factories and manufacturing plants of all kinds.

Save-Lite Eg-Shel White is put up in one-gallon pails, in five-gallon cans, and in barrels.

Engineering tests prove that an Egg-Shell Finish reflects more light than a High Gloss Finish

Illuminating engineers have found that the greatest help in the diffusion of light is a white wall. Gray or dark walls absorb and retain light, while white walls repel and reflect light.

In a survey of lighting conditions made by the National Electric Lamp Association, it was found that better light not only increased production, but decreased spoilage, lowered the number of accidents and improved discipline as well as hygienic conditions.

The records of Travelers Insurance Company for one year showed that 21,658 accidents out of 91,000 were due to improper or inadequate lighting.

Sherwin-Williams Save-Lite Eg-Shel White flows evenly, covering more surface than ordinary mill whites, and while generally sprayed, it also gives satisfactory results when brushed. It can be applied to any interior surface of wood, metal, brick, concrete, etc., and retains its smooth non-glare surface. It is not recommended for exterior use.

WRITE US REGARDING YOUR REQUIREMENTS

Describe the type of surface to be painted: wood, concrete, brick, etc.

State whether painted with oil gloss paint, flat paint, cold water paint, white-washed, or never painted.

If chemical fumes, acids or any other unusual conditions are present, describe them.

Give approximate number of square feet of surface to be covered, and any other information that might be of interest in your particular problem.

We will then be in a position to make definite recommendations.

Directions for applying S-W Save-Lite on following page

S-W SAVE-LITE

INTERIOR EG-SHEL WHITE

Continued

DIRECTIONS FOR USE

Because of its great covering power, Save-Lite Eg-Shel White is well adapted for use on soiled surfaces and where economy is the first consideration. One spray coat applied to such surface will show remarkable results. Two coats, however, are recommended wherever possible.

The surface to be finished should be dry and free from dust, dirt, oil, grease, etc. All loose particles of paint must first be removed, by scraping with a broad knife, or brushing with a stiff wire brush.

Reduction of the paint depends largely on the condition of the surface to be painted. Rather than recommend definite reduction we feel the ability of the painter is such that he can better judge the reduction necessary to properly cover the surface to be painted.

It is customary on bare unfinished work to thin the first coat for spraying 12½ to 25 per cent with S-W Reducer No. 74 or pure turpentine.

On previously painted surfaces the first coat should be reduced by adding one quart S-W Reducer No. 74, or pure turpentine, to each gallon of paint, but if the surface is badly soiled a smaller quantity of reducer should be used to obtain a well covered job.

All cracks and nail holes should be filled after first or priming coat has been applied. Allow sufficient time for thorough drying before applying succeeding coats.

For the second coat on all work use Save-Lite Eg-Shel White just as it comes from the package, but if it seems too heavy for certain work, thin to the desired consistency with S-W Reducer No. 74 or pure turpentine.

S-W MILL FLAT WHITE

Sherwin-Williams Mill Flat White has been developed for certain purposes where a dull or flat finish is desired. It has the working qualities and hiding capacity of Save-Lite Gloss White, but when dry has no gloss or sheen.

Regardless of price there is no paint in its class that excels Sherwin-Williams Mill Flat White.

It is put up in gallon and five-gallon cans and in barrels.

Note: Allow 24 hours for drying before recoating.

S-W SAVE-LITE

INTERIOR GLOSS WHITE

S-W Save-Lite Gloss White is provided for those who prefer a higher gloss finish than Save-Lite Eg-Shel White. It is designed especially for use on surfaces where high reflective qualities are considered an advantage, as in warehouses, lofts, storage vaults, etc. It is suitable for either spraying or brushing, covers well, dries hard over night and is intensely white.

The pigments, carefully selected for whiteness and permanency, are combined with specially treated bleached oil and pale gums. This results in a pure white, enamel-like finish that stays white. The extremely fine grinding of Save-Lite Gloss White produces a paint of exceptional hiding power and spreading capacity.

S-W Save-Lite Gloss White cleans easily and retains its brilliant lustre after repeated washings.

For reducing S-W Save-Lite Gloss White we recommend our S-W Reducer No. 74 or pure spirits turpentine to insure uniformly dependable results. However for spraying it can be reduced 25% with benzine or naphtha.

S-W Save-Lite Gloss White is put up in gallon and five-gallon cans, and in barrels.

S-W REDUCER No. 74

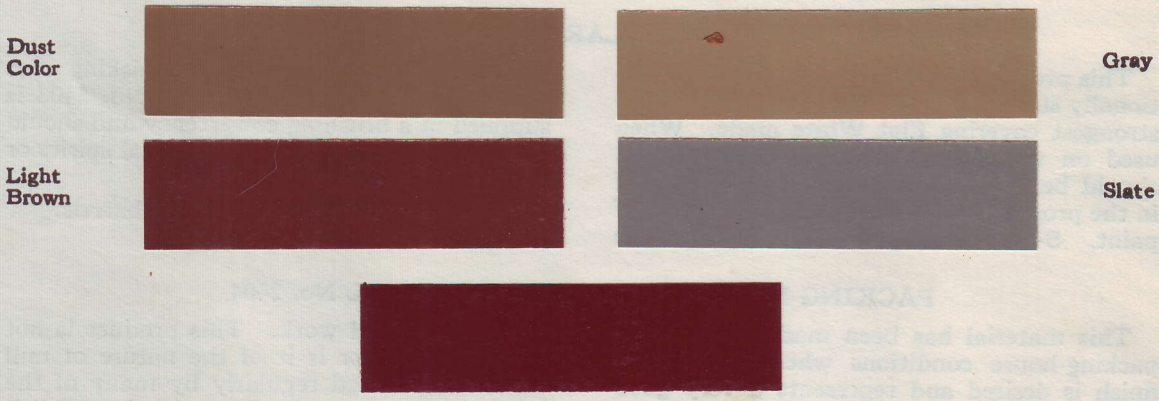
Our mill whites are prepared ready for use, but conditions sometimes demand a thinner bodied mixture than the paint as it comes from the package. Pure turpentine is an excellent reducer and can be obtained almost anywhere. Benzine or naphtha can also be used, but the thinner we consistently recommend is our S-W Reducer No. 74.

In using S-W Reducer No. 74 there is no element of chance. The experimenting has been done by ourselves in our own laboratories. The purchaser is relieved of any doubt as to satisfactory results. Our Reducer --like every other Sherwin-Williams product-- has been carefully worked out for certain specific purposes and is offered with full assurance that money cannot buy a better article for that purpose.

S-W DADO ENAMEL

The colors shown below, as the name indicates, are chosen for their suitability for the finishing of dados in industrial plants, office buildings, public institutions, etc. They are practical and will not show soil readily. Dado Enamel washes well with soap and water and will stand cleaning with gasoline where necessary.

Sherwin-Williams Dado Enamel is prepared ready for use and drys hard over night with a good gloss. Supplied in one and five-gallon cans and barrels.



DIRECTIONS FOR USE

Sherwin-Williams Dado Enamel covers approximately 250 square feet per gallon, two coats.

The surface should be dry and free from loose paint, grease or dirt. Stir the paint thoroughly from the bottom of the can and brush out in thin, even coats, using a good bristle brush and working the paint well into the pores of the surface. Be sure that each coat is perfectly hard before applying succeeding coat.

On surfaces not previously painted, three coats should be applied. The first should be thinned by the addition of one pint pure spirits turpentine to each gallon of paint. For the other coats use the paint as it comes from the package.

On previously painted surfaces two coats should be applied without reduction.

S-W PACKING-HOUSE FINISHES

PACKING-HOUSE FLAT WHITE No. 2401

We recommend this as the best all around Packing-House Flat White Paint. It is made to meet the actual conditions that exist in packing-houses, such as damp walls, cold rooms, and other abnormal conditions continually encountered. This paint is particularly adapted for painting refrigerator rooms.

S-W Packing-House Flat White No. 2401 may be applied with perfect satisfaction over moisture which has condensed upon a previously painted surface and is an ideal Flat White for re-coating old work in packing-houses. It is best when left in the flat, but Packing-House Gloss White Enamel may be applied over it where a gloss finish is desired. S-W Flat-White No. 2401 has good covering capacity, dries quickly and produces a sanitary finish. Two coats will cover on brick or concrete construction. It is supplied in a brushing consistency but can be sprayed by first reducing 33⅓% with mineral spirits or naphtha.

S-W Packing-House Flat White No. 2401 is put up in five-gallon cans and barrels.

PACKING-HOUSE FLAT WHITE No. 2402

This is a slower drying paint than No. 2401, and is made specifically to meet certain chemical tests, upon which basis some packing companies prefer to select their requirements. This test is based upon the ability of the paint to stand the hydrogen gas test. In the average packing house only one or two rooms are subjected to hydrogen sulphide gases and as a general rule this paint is used only where this condition prevails. There are many more serious conditions peculiar to packing-houses which have to be met and No. 2401 is recommended where there is no specific need for a hydrogen sulphide gas-resisting paint. No. 2402 is supplied in a brushing consistency, but if it is used for spraying it should be reduced about 25% with mineral spirits or naphtha.

S-W Packing-House Flat White No. 2402 is supplied in five-gallon cans and barrels.

PACKING-HOUSE SOLAR FLAT WHITE No. 2403

This product is recommended where exceptionally strong covering is required. It is the strongest covering Flat White made. When used on wood, Solar Flat White No. 2403 should be reduced with pure raw linseed oil in the proportion of a pint of oil to a gallon of paint. S-W Packing-House Gloss White Enamel should be used as a finishing coat where a gloss finish is desired. No. 2403 is supplied in a brushing consistency and should be reduced about 25% with mineral spirits or naphtha for spraying purposes.

Put up in five-gallon cans and barrels.

PACKING-HOUSE GLOSS WHITE ENAMEL No. 2404

This material has been made to meet all packing-house conditions where an enamel finish is desired and represents a very good quality of Gloss White Enamel. It is extremely white, dries hard, yet does not become brittle, as do many of the products sold for this purpose. S-W Packing-House Gloss White stands well under condensation of moisture. It has exceptional covering power, only one coat being necessary for renewing or re-enameling old work. This product is not a mill white, nor is it of the nature of mill white. It is used regularly by many of the large packing houses. It should be applied over an undercoater which can be either No. 2401, No. 2402 or No. 2403. It is supplied in a brushing consistency and should be reduced about 25% with mineral spirits or naphtha for spraying purposes.

Put up in five-gallon cans and barrels.

SPECIAL PACKING-HOUSE GLOSS WHITE No. 2405

A moderately priced Gloss White that will meet most conditions found in packing houses. It covers well, dries hard and resists the moisture which condenses on the walls. S-W Special Packing-House Gloss White No. 2405 represents an exceptional value. No. 2405 should be applied over an undercoater which can be either No. 2401, No. 2402 or No. 2403. It is supplied in brushing consistency and should be reduced for spraying with about 25% mineral spirits or naphtha.

Put up in five-gallon cans and barrels.

S-W FLAT-TONE

A WASHABLE, FLAT WALL PAINT

Flat-Tone is a flat wall finish manufactured from the highest grade of materials. It dries with a soft velvety appearance and does not show laps or objectionable brush marks.

Flat-Tone is recommended for use over rough or smooth plastered walls (interior), wallboard, brick, metal, wood, Keene's cement, or canvassed surfaces.

Flat-Tone is very dense and opaque, possessing excellent hiding properties and is economical for use with either air brush or hand brushing because of its great spreading capacity.

Where sanitation is essential as in factories, schools, hospitals and public buildings, Flat-Tone which can be washed repeatedly with soap and water, is recommended in preference to cheap wall finishes or perishable water color paints.

Color samples on following pages

DIRECTIONS FOR USE

New Work—Inside Plaster, Brick, Cement Surfaces and Wall Boards.

One of the prime necessities in the successful finishing of porous surfaces is to see that the first or priming coat thoroughly seals the pores and stops the suction. Unless the sizing coat is absolutely right, good results cannot be obtained with Flat-Tone or any other flat wall paint, as the color is apt to "strike-in" in certain places and cause a spotty appearance.

S-W Flat-Tone Mixing Size is a most effective size which, if used according to directions, will thoroughly seal the most porous surfaces. Newly plastered walls should be allowed to stand at least two months before being painted, to permit thorough evaporation of the moisture within. It is highly important that the surface be thoroughly dry before painting.

First or Sealing Coat—Surfaces such as plaster, brick work and cement vary so much in their character and texture that it is impossible to give specific directions that will cover every case. The average surface will be sealed by using a mixture composed of about equal parts of Flat-Tone Mixing Size and Flat-Tone of the desired color.

Second Coat—S-W Flat-Tone applied as it comes from the can.

Third Coat (if desired)—S-W Flat-Tone applied as it comes from the can.

Thinning—Thinning may be necessary, as the character of wall surfaces varies under certain conditions. Pure spirits of turpentine only should be used for this purpose. An exception to this is where Flat-Tone System Effects are to be used in which case the second and third coat should each be reduced with one quart Flat-Tone Mixing Size to the gallon of paint.

Note: First or sealing coat should be applied generously. At least twenty-four hours for hardening and drying should be allowed between coats. With the darker colors, one coat in addition to the sealing coat will usually cover and give good results; with the lighter colors, two coats in addition to sealing coat are generally required.

Special Note—Where plaster walls are to be finished with any of the S-W System Effects, the first coat of Flat-Tone should be reduced in the regular manner with an equal part of Flat-Tone Mixing Size, while the second coat should be reduced with one quart of Flat-Tone Mixing Size to the gallon of Flat-Tone.

New Work—Sized Muslin, Sanitas, Primed Metal, Etc.

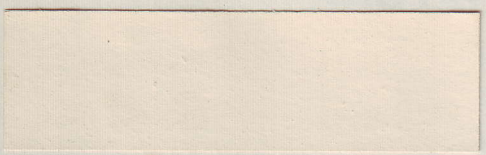
Apply S-W Flat-Tone of the desired color, as directed above for second and third coats, no sizing or sealing coats being necessary.

Old Work

Surfaces which have been previously painted with Flat-Tone, or any other flat oil paint, can be repainted with S-W Flat-Tone of the desired color, as directed above for second and third coats, no sizing or sealing coats being necessary. Before starting see that surface is firm, smooth and free from all loose paint.

S-W FLAT-TONE

Color Samples

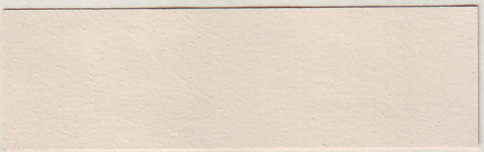

Ivory White

Cream

Light Yellow

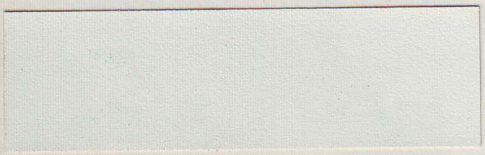
Buff

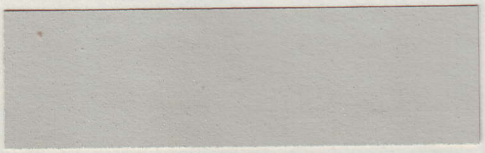
Ivory Tan


Caen Stone

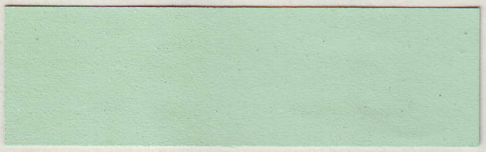
Olive Tan

Shell Pink

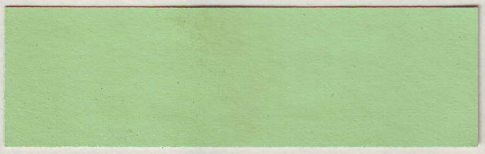

Pearl Gray


Silver Gray

Sky Blue


Pale Green

Tan


Bright Sage

Cocoanut Brown

Forest Green

Many variations of shades and colors can be obtained by intermixing these regular colors.

S-W FLAT-TONE

MULTI-COLOR EFFECTS

Multi-Color Effect No. 48

Multi-Color Effect No. 78

Multi-Color Effect No. 25

Multi-Color Effect No. 32

Multi-Color Effect No. 34

Multi-Color Effect No. 47

Multi-Color Effect No. 57

Multi-Color Effect No. 79

SYSTEM EFFECTS

System Effect No. 29

System Effect No. 3

System Effect No. 36

System Effect No. 79

System Effect No. 69

System Effect No. 67

System Effect No. 75

System Effect No. 68

Color samples of additional Multi-Color and System Effects will be sent upon request

S-W FLAT-TONE MULTI-COLOR EFFECTS

Color samples on page 23

This is a process for producing a pattern or texture with the colors of Flat-Tone over a background or foundation color of Flat-Tone.

Flat-Tone Multi-Color requires no special tinting colors, only the regular colors of Flat-Tone as shown in this book.

The Flat-Tone Multi-Color stippling process is simple. A sponge is used for printing on the pattern or texture and reproduces its lacey print upon the wall in durable Flat-Tone Colors.

Such stippled walls are appropriate in any room where beautiful walls are desirable.

The economy and ease with which Flat-Tone Multi-Color can be applied makes these finishes available for offices, schools, public buildings and halls, as well as for homes. There is this additional point of interest, namely, that the texture of these Multi-Color finishes prevents finger marks or soil showing as readily as over plain colors.

Consult the Decorative Studio, 601 Canal Road, Cleveland, Ohio, for color suggestions. No obligation or cost. Send blueprint, plans or photos whenever available.

DIRECTIONS FOR PRODUCING FLAT-TONE MULTI-COLOR EFFECTS

Directions for Painting Final Tapestry-Like Texture over Groundwork of Flat-Tone

Flat-Tone is to be used for all stipple effects. The colors to be used are specified for each effect and may be used as they come from the can.

Note: Some Multi-Color Stipple Effects require combining of two of the regular Flat-Tone Colors, but no other tinting colors are necessary. Stippling is to be done with a sponge, using a separate sponge for each color specified.

Selection of Sponge

In selecting the sponge, an expensive one is not necessary, although a good wool sponge will last longer and has a good even, open texture. The bottom of the sponge is the surface best suited for stippling and should be trimmed or sliced off so as to get a flat printing surface.

Soften Sponge in Water

Wring the sponge out of water so as to soften and open it up.

When ready to stipple—which can be done as soon as the foundation color is flatted out and fairly hard—pour out a small quantity of the first stipple color on to a piece of tin or board, as convenient. The sponge is to be rubbed into this instead of dipping into the can. Tap the sponge once or twice on the board to remove any surplus paint and stipple directly on the wall.

When stippling, tap the sponge straight on to the wall. No turning or twisting motion is necessary. A firm but not too heavy stroke is best.

The process is extremely simple—merely see that an even screen or spotting is secured over the entire wall.

Two or More Stipple Colors

Where two or more stipple colors are specified, the next color may, but need not, follow immediately. Take a fresh sponge or clean out the one just used, and stipple directly over the preceding color. It is not necessary to wait until the first stipple color is dry or hard.

In stippling a large surface the sponge may possibly become "loaded." In such a case rinse the sponge out in benzine, gasoline or turpentine. Squeeze and wipe dry. Wring out of water again to open up the sponge.

S-W FLAT-TONE SYSTEM EFFECTS

Color samples on page 23

For producing a blended or mottled wall finish, highly desirable for either the public building or the home where a high grade decorative effect is desired.

S-W Flat-Tone System Effect finishes are produced by means of a translucent color glaze coat applied over a ground color of Flat-Tone. The Glaze Effects dry without a gloss and can be washed freely.

In glazing the wall the Glaze Colors can be so manipulated that a wide variety of effects are obtainable, giving lighter or darker tones. The wall color may be graded off, if desired, from a full rich tone at the base to a delicate tint at the ceiling.

One, two or more colors may be used in the glaze coat. The general tone of the wall may be developed at will to harmonize perfectly with the furnishings and the desired color can be given dominance by spreading it over relatively larger areas. The texture of the wall color is easily regulated by the way in which the cloth is crumpled and the color stippled.

In mottled effects of two or more colors, innumerable soft delightful in-between tints are produced which are truly beautiful and must be seen to be appreciated.

DIRECTIONS FOR PRODUCING S-W FLAT-TONE SYSTEM EFFECTS

THE GLAZE COAT

Where plaster walls are to be finished with any of the S-W System Effects, the first coat of Flat-Tone should be reduced in the regular manner with an equal part of Flat-Tone Mixing Size, while the second coat should be reduced with one quart of Flat-Tone Mixing Size to the gallon of Flat-Tone.

Allow the last coat of Flat-Tone to dry at least 48 hours before glazing.

Sherwin-Williams Flat-Tone Glazing Liquid is to be tinted to the desired tone with Flat-Tone Glaze and Stencil Colors, using care not to make the glaze color too intense. Where two or more color mixtures are specified, tint separate batches of color. Make the various colors of the same relative strength.

First apply a thin coat of clear glazing liquid to the space to be glazed. In a room, coat in the space from ceiling to floor, about six feet wide. Next apply the tinted mixture and stipple immediately, holding a crumpled cloth loosely in the hand, preferably a soft piece of old gingham. Tap the wall with a lifting, twisting movement of the hand.

Where there are two or more colors, apply these in adjacent patches. The color that is to predominate should cover larger spaces of the wall. Draw the colors together somewhat with a brush before stippling (especially on rough plaster or canvas).

TO BLEND A WALL

Effects in one color frequently are blended off from the deeper tone at the base to a very light tint at the top. This requires two batches of color, one light and one dark. Estimate the Glazing Liquid necessary (covers about 750 square feet per gallon) and tint about three-quarters of this to the darkest shade wanted. Pour off about one-third of this and add to it an equal amount of clear liquid. Brush this lighter mixture from the ceiling down to within about four feet of the floor, then apply the darker color, brushing back and forth, well up into the lighter color. In stippling, work from the top down. This will avoid the hard dividing line between the light and dark color. It is possible—but not practical—to blend a two-color effect. In all glazing work, keep brushes, cloths and colors clean.

S-W FLAT-TONE MIXING SIZE

A high grade mixing size for use on interior wall surfaces. Can be mixed in any proportion with S-W Flat-Tone and other paints to be applied on plastered walls or ceilings for sealing purposes. It remains tough and elastic and does not become brittle as many wall sizes on the market do. It does not affect the delicate shades of flat wall finishes to which it is added.

Full information regarding the use of this material with S-W Flat-Tone will be found on page 21.

S-W Flat-Tone Mixing Size is put up in quart, half-gallon, gallon and five-gallon cans.

S-W FLAT-TONE GLAZE AND STENCIL COLORS

S-W Flat-Tone Glaze and Stencil Colors are furnished for use in decorative work of all kinds and particularly for use with S-W Flat-Tone Glazing Liquid for producing glazed, mottled or so-called tiffany wall finishes. They are also unsurpassed for use in wiped or stippled enamel finishes, wiped wicker work, and polychroming of all sorts.

These colors are pure, clean in tone and of great tinting strength. They are highly prized by decorators for general stencil and fresco work because of their purity, fineness of grinding, ability to intermix without muddying-up, and general dependability.

S-W Flat-Tone Glaze and Stencil Colors are furnished in one size large collapsible tubes, varying in weight according to the weight of the color itself.

This line includes:

BLUES

Cobalt
Deep Cerulean
Ultramarine

BROWNS

Raw Sienna
Burnt Sienna
Raw Umber
Golden
Burnt Umber
Japanese
Sepia
Vandyke

WHITE

Stencil
Stencil Medium
(in one-half ounce bottles).

GREENS

Alizarine, L
Deep Olive
Emerald
Moss
Olive Lake
Sage Gray

LAKES

Florentine
Permanent Crimson
Rose
Scarlet

YELLOWS

Chrome, L. & M.
Indian
Orange Lake

BLACK

Ivory Drop

S-W OLD DUTCH ENAMEL

S-W Old Dutch Enamel is an American enamel, formulated and manufactured exclusively in Sherwin-Williams laboratories. Years of development work, untold experiments, and constant supervision of our most skilled chemists are back of the enamel, and it is our honest belief that human skill has produced no finer product than S-W Old Dutch Enamel.

S-W Old Dutch Enamel is of the full-oil type. In its manufacture, particular care and attention is given to the purification and processing of the linseed oil, which imparts that ease of working, exceptional flowing and leveling and that high gloss for which Old Dutch Enamel is noted. The film is elastic and tough, and shows remarkable endurance, whether exposed in the hottest South or coldest North. This exceptional resistance to wear can be more fully appreciated when it is known that S-W Dutch Enamel is manufactured in colors for finishing the exterior of passenger cars of many of the country's leading railroads.

S-W Old Dutch Enamel is recommended for both interior and exterior use on woodwork, walls and ceilings. It finds particular favor in the high class finishing of hotels, hospitals, residences, clubs, theatres, churches, schools, etc., and is frequently used in flour mills and other manufacturing plants where sanitation is a particular requirement and where its great durability makes Old Dutch Enamel a most economical finish. It is especially adapted for surfaces that are subject to undue quantities of steam and moisture.

S-W Old Dutch Enamel is furnished in White, Ivory White and French Gray, in both full gloss and dull-drying finishes. (The dull finish is designed for interior use only.)

S-W Old Dutch Enamel excites genuine admiration because of its pure white tone, which sunlight seems merely to intensify.

The satisfactory working properties, splendid opacity and service obtained from S-W Old Dutch Enamel, makes it the most economical enamel possible to use, regardless of price.

Put up in quarter pint, half pint, pint, quart, half gallon and gallon packages.

White Gloss

French Gray Gloss

Ivory White Gloss

PRODUCING AN ENAMEL FINISH

The process of enameling consists of first, building up the foundation with undercoating, and second, applying the enamel finishing coats. The first is equally as important as the second—probably in no other type of finishing is the importance of the preliminary coats and the preparation of the surface so apparent as in the enamel finish.

For best results on walls and woodwork, five coats are recommended—three coats of undercoater and two finishing coats.

Sherwin-Williams Flat-Rite Enamel Undercoater is recommended for all interior work. S-W Prepared Paint (SWP) Flat White or Sherwin-Williams ODP White Lead is best for exterior enamel undercoating.

S-W OLD DUTCH ENAMEL

Continued

OLD DUTCH ENAMEL FINISH ON NEW INTERIOR WOODWORK

The surface to be finished should be perfectly dry and free from dust and dirt. Proceed with the work as follows:

First Coat: Apply S-W Flat-Rite Enamel Undercoater, thinned in the proportion of one pint of linseed oil and one pint pure turpentine to one gallon of undercoater. When dry, sand thoroughly with No. 0 sandpaper.

Second Coat: Apply S-W Flat-Rite Enamel Undercoater as it comes in the package. When dry, sand with No. 0 sandpaper.

Third Coat: Apply S-W Flat-Rite Enamel Undercoater. When dry, sand carefully to smooth surface with No. 0 sandpaper.

Fourth Coat: Apply S-W Old Dutch Enamel mixed equal parts with Flat-Rite Undercoater. When dry, sand lightly with No. 0000 sandpaper.

Fifth Coat: Apply Sherwin-Williams Old Dutch Enamel as it comes in the package. Rubbed finish: Where desired, the final coat of Old Dutch Enamel, when perfectly hard, may be rubbed to a dull finish with powdered pumice-stone and water.

Imitation rubbed finish: Where one does not care to go to the expense of rubbing the final enamel coat, Old Dutch Enamel Dull Finish can be substituted for fifth coat as directed above.

Note: Where expense is a consideration, the third coat as directed above may be omitted.

OLD DUTCH ENAMEL FINISH ON PREVIOUSLY FINISHED INTERIOR WOODWORK

The surface to be refinished should be thoroughly cleaned, preferably with S-W Flaxoap (pure linseed oil soap) and warm water. When dry, thoroughly sand with No. 0 sandpaper to remove any gloss which may be on the old finish.

First Coat: Apply S-W Flat-Rite Enamel Undercoater as it comes from the package. If it seems too heavy for certain work, thin slightly with pure turpentine. When dry, sand with No. 0 sandpaper.

Second Coat: Apply S-W Flat-Rite Enamel Undercoater as it comes in the package. When dry, sand smooth with No. 0 sandpaper.

Third Coat: Apply S-W Old Dutch Enamel and Flat-Rite Enamel Undercoater mixed equal parts. When dry, sand lightly with No. 0000 sandpaper.

Fourth Coat: Apply Sherwin-Williams Old Dutch Enamel (gloss or dull finish).

Note: Where expense is a consideration, second coat may be omitted.

OLD DUTCH ENAMEL FINISH ON NEW PLASTER WALLS

First Coat: Apply S-W Flat-Tone Mixing Size, mixed with S-W Flat Rite Enamel Undercoater in the proportion of one quart Flat-Rite to one gallon Flat-Tone Mixing Size.

Second and Third Coats: Apply S-W Flat-Rite Enamel Undercoater just as it comes from the can.

Fourth Coat: Apply S-W Old Dutch Enamel and Flat-Rite Enamel Undercoater mixed in equal parts. Sand lightly when thoroughly dry.

Fifth Coat: Apply S-W Old Dutch Enamel as it comes in the package.

OLD DUTCH ENAMEL FINISH ON NEW EXTERIOR WOODWORK

First Coat: Apply SWP Flat White, reduced in the proportion of one pint raw linseed oil and one pint turpentine to the gallon of paint.

Second and Third Coats: Apply SWP Flat White just as it comes from the can. If it seems too heavy for certain work, thin slightly with equal parts pure raw linseed oil and pure turpentine.

Fourth Coat: Apply S-W Old Dutch Enamel and SWP Flat White mixed in equal parts.

Fifth Coat: Apply S-W Old Dutch Enamel just as it comes from the package.

Note: S-W Old Dutch Enamel Dull Finish is not designed for exterior use. Old Dutch Enamel Gloss only is recommended for exterior exposure.

The surface to be finished should be perfectly dry and free from dirt and dust. Resinous woods such as yellow pine, cypress, etc., are not satisfactory surfaces over which to apply enamels because of the sappy portions that will continually streak through and spoil the enamel finish. Where such surfaces, however, are enameled, the application of a very thin coat of shellac, after the priming coat, will be found beneficial.

All cracks and nail holes should be filled with a good white lead putty after the priming coat has been applied.

Allow each coat to dry thoroughly before a succeeding coat is applied. Sand lightly between coats.

S-W ENAMELOID

Enameloid is a very satisfactory all-purpose enamel, which possesses strong drying properties and presents a full, rich gloss that will withstand frequent washings with soap and water.

Enameloid is furnished in a line of fourteen clean, attractive colors, also black and white, which makes it highly desirable for a multitude of purposes. A few of these many uses are listed herewith:

Amusement Parks—Lunch rooms, washrooms, benches and chairs, candy and popcorn stands, carrousels, rowboats, canoes, penny-arcades.

Association Buildings—Corridors, halls, lavatories, kitchens.

Dwellings—Breakfast rooms, furniture and woodwork, cupboards, bathroom and kitchen walls and ceilings, porch and lawn chairs, furniture, flower-boxes, nursery furniture, etc.

Hospitals—Operating rooms, wards, corridors, walls and ceilings, lavatories, kitchens, morgues, laundries, refrigerator rooms.

Hotels—Commissary, kitchen walls and ceilings, lavatories, laundries, refrigerator rooms.

Industrial Cottages — See Dwellings, above.

Office Buildings—Corridors, halls, washrooms.

Railways—Depots, waiting rooms (walls and ceilings).

Restaurants—Chairs, counters, tables, walls, ceilings, kitchens.

Steamships—Halls, lavatories, staterooms.

Theatres—Woodwork, ticket-booths, lavatories.

Toys—Express wagons, bicycles, kiddie-cars, etc.

Miscellaneous—Packing houses, plantation buildings, sugar refineries, textile mills, laundries, manufacturing plants of all kinds; in fact, any surface anywhere requiring an enamel finish.

Enameloid is put up in all sizes from quarter pints to gallons.

Enameloid is formulated so that intermixing of colors can be done very satisfactorily. Due to the fact that the line contains all the primary colors as well as the necessary pleasing brown, green and maroon shades, practically any desired color can be produced by the very simple tinting of one base color with one of these stronger tinting colors.

For example: White or ivory tinted with maroon, tan or grass green, yield such popular furniture colors as orchid, apricot, lettuce green, etc.

Fineness of grinding and purity of these intense colors make only a very small quantity of the tinting colors necessary.

In addition to the information given here, The Sherwin-Williams Company maintains the Decorative Studio which can be consulted freely without obligation, where a staff of experts will handle your problem individually. This staff is well qualified to assist you in producing any type of finish or the tinting of any shade you desire.

Color samples on following pages

S-W ENAMELOID

DIRECTIONS FOR USE

First Coat—Equal parts S-W Flat-Rite Undercoater and Enameloid in color selected.

Second Coat—Enameloid as it comes from the can.

Note—If the old finish is in too bad shape to sandpaper up smoothly, clean down to the wood with S-W Taxite, Paint and Varnish Remover, wash with benzine or gasoline, and proceed as with new wood.

New Work (New Unfinished Wood)—For the first coat use Flat-Rite Enamel Undercoater, reduced with one pint of raw linseed oil and one pint of turpentine to each gallon of undercoater.

Second Coat—Use the undercoater as it comes from the can, thinning, if necessary, with pure spirits of turpentine only. Sand lightly with No. 00 sandpaper.

Third Coat—Equal parts of undercoater and Enameloid as it comes from the can.

Fourth Coat—Enameloid as it comes from the can.

The samples below show Enameloid Color Mixtures—Directions on following page

DIRECTIONS FOR PRODUCING ENAMELOID COLOR MIXTURES

Color samples on preceding page.

Special Note. When adding the tinting pour it into the other color VERY SLOWLY, stirring constantly, until the desired tone appears. Use the color sample as a guide.

ROSE—Enameloid pink (four parts) tinted with Enameloid Maroon (one part).

ORCHID—Enameloid White tinted with Enameloid Maroon (very little—one sixteenth part).

MAUVE TINT—Enameloid Sky Blue, four parts Enameloid Maroon (one part).

LETTUCE—Enameloid Ivory tinted with Enameloid Grass Green (very little).

MIDAS GREEN—Enameloid Sky Blue (two parts) tinted with Enameloid Grass Green (one part).

JADE—Enameloid Blue—Enameloid Grass Green—Enameloid Sky Blue mixed together in equal parts.

PEACOCK BLUE—Enameloid Blue (four parts) tinted with Enameloid Grass Green (one part).

PEACH BLOW—Enameloid Ivory tinted with Enameloid Tan (a mere touch).

APRICOT—Enameloid Ivory tinted with Enameloid Tan (very little).

PAMPAS GRAY—Enameloid Sky Blue (five parts) tinted with Enameloid Tan (one part).

MUSTARD—Enameloid French Gray (two parts) tinted with Enameloid Yellow (one part).

SAGE—Enameloid Medium Gray (two parts) tinted with Enameloid Yellow (one part).

BIEGE BROWN—Enameloid Sky Blue (two parts) tinted with Enameloid Tan (one part).

CHINESE RED—Enameloid Orange tinted with Enameloid Carmine (very little).

Note:—These amounts are approximate. Watch colors closely while mixing for exact match of samples.

SHERWIN-WILLIAMS FLAT-RITE

ENAMEL UNDERCOATER

A great deal of research and many practical tests have gone into the development of Flat-Rite Interior Enamel Undercoater. It is offered as the finest enamel undercoater it is possible to make.

Extreme fineness of grinding gives Flat-Rite a remarkable opacity or hiding power. It spreads easily and the gums and liquids used in Flat-Rite have been so nicely balanced that the painter is at once impressed by the ease of working and the unusual flowing out or leveling of the goods. Flat-Rite also stays where put and does not cause trouble by crawling off edges.

Flat-Rite is made in two colors and white. Inasmuch as French Gray and Ivory have been so popular in enamel work, we have added these colors to the Flat-Rite line. The colors are true and are being widely used by both the amateur and professional painter. Flat-Rite white is a dazzling, intense white, secured without a blue toner. The most delicate tinting can be done for this reason.

Flat-Rite was designed as a companion product to Old Dutch Enamel. It has a tight, closeknit film which holds out the full gloss of an enamel and is recommended for our Enameloid and other enamel lines as well.

Flat-Rite is offered in half-pint, pint and quart self-sealing cans, and in double-tite (removable top) half gallon and gallon pails, also in five gallon sealed cans.

DIRECTIONS FOR USE

Flat-Rite Interior Enamel Undercoater is intended for use as an undercoat or ground coat over which to apply Enamels. It works and covers well and dries perfectly hard so that it may be sandpapered with ease. It is not recommended for exterior use.

The surface must be dry, smooth, firm and free from loose paint, grease or dirt. Use a soft bristle or badger brush. Be sure that each coat is thoroughly dry before applying succeeding coats. Sand each coat lightly.

On bare unfinished wood Flat-Rite should be thinned for the first coat with one pint pure raw linseed oil and one pint turpentine to the gallon of paint.

For succeeding coats Flat-Rite should be used just as it comes from the package.

Resinous woods such as yellow pine, cypress, etc., are not satisfactory surfaces over which to apply enamels because of the sappy portions that will continually streak through and spoil the enamel finish. A very thin coat of shellac, after the priming coat, will be found to eliminate this however.

All cracks and nail holes should be filled with a good white lead putty after the priming coat has been applied.

On surfaces previously painted use Flat-Rite just as it comes from the package for all coats.

If material seems too heavy for certain work, thin slightly with pure turpentine.

S-W METRO-NAMEL UNDERCOATER

Metro-Namel Undercoater is primarily a master painter's enamel undercoater. It is a long oil lithopone undercoater of good quality and is designed to give satisfactory results where an undercoater of moderate price is required.

Metro-Namel Undercoater brushes very easily, levels well, dries in a most satisfactory manner, has good opacity and is extremely white. It sands freely without gumming.

Supplied in one gallon self-sealing cans.

S-W INSIDE FLOOR PAINT

This paint is especially adapted for all inside floors.

Industrial Uses: Railway Depots, Railway Passenger Cars, Steamship and Transportation Lines, Packing Houses, Office Buildings, Plantation Buildings.

Public Buildings: Hospitals, Educational Institutions, Theatres, Association Buildings and Clubs, Churches, Waiting Rooms and Sanitariums.

Sherwin-Williams Inside Floor Paint is made especially for use on soft wood and on discolored hardwood floors. It is easily applied, has excellent wearing qualities, and under favorable conditions will dry hard over night with an enamel-like gloss and a tough, wear-resisting film.

S-W Inside Floor Paint can be kept clean very easily, as it will withstand repeated scrubbings with soap and water.

Many of our large railway and steamship customers, as well as large industrial accounts, have been using this paint for years with most satisfactory results, a fact which speaks for its unusual merits.

S-W Inside Floor Paint is put up in quart cans, half-gallon and gallon pails, 5-gallon cans and barrels.

DIRECTIONS FOR USE

If the pigment has settled, pour the liquid into a clean vessel. Stir the remaining portion to a smooth, soft mass with a paddle. Then work the liquid in slowly by stirring.

The surface should be dry, smooth, firm and free from loose paint, grease or dirt. Brush the paint out thoroughly into thin, even coats, using a good bristle brush and working the paint well into the pores of the wood. Be sure that each coat is perfectly hard before applying succeeding coat. On new floors and old floors not previously painted, three coats should be applied. The first coat only should be thinned in the proportion of one pint pure spirits turpentine added to each gallon of paint. For the other coats use the paint as it comes from the package.

On previously painted surfaces, two coats should be applied without reduction. If the floor is cracked or boards have shrunk apart, use Sherwin-Williams Crack and Seam Filler after the first coat has been applied.

*These colors for Pacific Coast distribution only.
†For New England distribution only.

S-W SEMI-PASTE FLOOR PAINT RED

We also make a Semi-Paste Floor Paint Red (to be reduced for use with two gallons of S-W Floor Paint Gloss Reducer to one gallon of Red).

S-W Floor Paint Gloss Reducer is a light-bodied varnish to be used for thinning our Semi-Paste Floor Paint Red to brushing consistency. Can also be used to reduce regular Floor Paints when desired.

S-W PASTE WOOD FILLER

All open-grain woods such as oak, walnut, mahogany, chestnut, ash, etc., require the use of a filler before varnishing. It is necessary to fill the pores of the wood in order that the varnish coats will not sink in and result in an uneven surface.

Sherwin-Williams Paste Wood Filler is especially prepared for this purpose and is supplied in the following color effects:

Oak
Antique Oak
Golden Oak
Red Oak
Mahogany
Walnut
Transparent

Put up in 1 and 5-lb. cans, 12½ and 25-lb. pails and 100-lb. kegs.

Sherwin-Williams Paste Wood Fillers pack easily and securely into the pores without the "shrinking" peculiar to some paste fillers.

DIRECTIONS FOR USE

Thin with turpentine or naphtha to the consistency of thick cream; stirring thoroughly from the bottom of the can. Apply with a bristle brush directly on the clean wood, working over no more surface at a time than can be cleaned off before hardening.

When the filler is well set, rub off with clean cotton rags or burlap, rubbing across the grain of the wood. Clean out the filler from the corners around the base boards and any other place where it may be laying in ridges, and wipe off thoroughly. Let dry for about 48 hours before varnishing.

Note:—Where the wood is to be stained, Paste Wood Filler is always applied after the stain has been applied and allowed to dry over night. (See pages 46 and 49 describing S-W Handcraft Stains and S-W Oil Stains). To bring out the color of the wood in its natural state, use Walnut Paste Wood Filler for walnut wood, Mahogany Filler for mahogany wood, etc.

Through the use of the darker colors such as S-W Golden Oak Paste Wood Filler, open-grain, light-toned woods like oak can be given a very satisfactory light stained effect without the separate application of a stain.

Keep can well covered when not in use.

One pound S-W Paste Wood Filler will fill approximately 40 square feet.

S-W LIQUID FILLER

S-W Liquid Filler is a pigment first coater of the better type. It is used largely in sealing very soft and porous wood preparatory to finishing with clear varnish.

S-W Paste Wood Filler is recommended for use in filling open grain woods such as oak, mahogany, etc.

It dries in 24 hours and sands to a perfect finish for the succeeding varnish coats.

One gallon of S-W Liquid Filler will cover approximately 460 square feet, one coat. Use as it comes from the package after stirring thoroughly. It is not recommended for use on floors.

Put up in half-pint, pint, quart, half-gallon and gallon cans.

S-W FLO - LAC

(Formerly called Floorlac)

A famous product for staining and varnishing furniture, floors, woodwork, etc., in one operation.

Flo - lac is a scientific combination of rich-toned, non-fading stains and a durable water-resisting varnish of the highest quality. Flo-lac was made originally for the purpose of refinishing old worn surfaces, freshening up the color by staining and varnishing in one operation. It is equally effective, however, for use over new woodwork, floors and furniture where a stain and varnish effect is desired quickly, economically and in a finish that is both pleasing and durable.

Flo-lac is very easy to apply and by following the directions below anyone can obtain most satisfactory results with this material.

Flo - lac is very durable and will withstand the hardest kind of usage to which a varnish finish is subjected. The six attractive shades of Flo - lac shown below have been carefully developed to match closely the most popular stained effects obtained on the original woods.

Flo - lac is furnished in quarter-pint, half pint, pint, quart, half-gallon and gallon cans.

DIRECTIONS FOR USE

OLD WORK—TO REFINISH

The surface should be dry and free from dirt and grease.

First Coat—Apply one or two coats, as necessary, of Flo - lac Ground Color. A grained effect can be secured by applying a coat of S-W Graining Preparation over the ground coat, after that coat has thoroughly dried. This Graining Preparation should be grained to the desired effect with a regulation graining tool.

Second Coat—Apply Flo - lac in the shade desired as it comes in the package. When dry sand very lightly with No. 00 sandpaper.

Third Coat—Apply S-W Flo - lac Clear or S-W Mar-not Varnish.

NEW WORK—CLOSE GRAIN

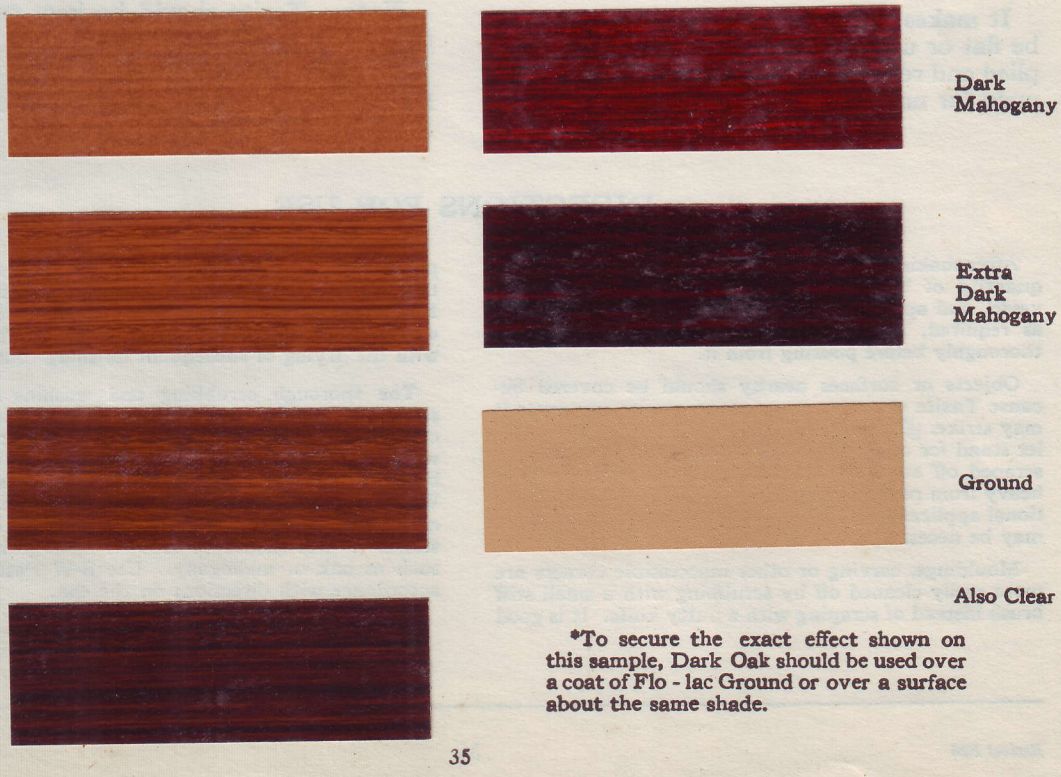
First Coat—Apply Flo-lac which has been thinned in the proportion of one pint spirits of turpentine to one gallon of Flo - lac. When dry, sand lightly with No. 00 sandpaper. Second and third coats same as for open grain work.

NEW WORK—OPEN GRAIN

First Coat—First coat of Flo - lac to be preceded by a coat of S-W Paste Wood Filler in the desired color.

Second Coat—Apply Flo - lac as it comes from the can, thinned slightly with turpentine if necessary. When dry sand lightly.

Third Coat—Apply S-W Flo-lac Clear or S - W Mar-not Varnish.



*To secure the exact effect shown on this sample, Dark Oak should be used over a coat of Flo - lac Ground or over a surface about the same shade.

S-W FLOOR-SEAL

Sherwin-Williams Floor-Seal is a pale, light-bodied, water-resisting varnish for sealing and hardening wood floors of all kinds. Especially adapted for use in schools, office buildings, department stores, gymnasiums, etc. Unlike linseed oil and cheap paraffin oils used as preservatives, S-W Floor-Seal does not hold the dust, nor tend to discolor the woods on which it is applied.

Floor-Seal is brushed on the same as floor oils or varnish, dries over night with a semi-gloss finish, that is harder, more durable and more moisture-resisting than linseed oil. It also has better binding and sealing qualities than linseed oil. Floor-Seal is designed so as to penetrate into the wood, and floors remain hardened and sealed long after the natural surface gloss disappears. Floors coated with Floor-Seal may be easily washed without injury.

S-W Floor-Seal is put up in quarts, gallons, 5's and barrels.

COVERING CAPACITY

S-W Floor-Seal covers approximately 500 square feet per gallon, one coat. Floor-Seal dries ready for hard wear over night.

DIRECTIONS FOR USE

Wood floors to be treated should be smooth, clean and free from all grease, stains, etc. Two coats of Floor-Seal should be applied as it comes in the can. Allow at least twelve hours between coats.

S-W TAXITE

Taxite has earned an enviable reputation as a paint and varnish remover. It softens the hardest paint or varnish film so that with but little effort and the use of a dull putty knife, all of the old finish is easily, quickly and completely removed, leaving an ideal surface for refinishing.

It makes no difference whether the surface be flat or upright. Taxite, which is easily applied and readily controlled, may be depended upon for uniformly good results.

It can be used by anyone—it will not discolor or raise the grain of the most delicate or light-toned woods. It will not injure the hands, nor will its proper use interfere with the drying or durability of any paint, varnish, lacquer, or wax that subsequently may be applied.

Note:—Taxite should be kept away from fire.

Taxite is put up in half-pint, pint, quart, half-gallon and gallon cans, ready for use.

DIRECTIONS FOR USE

After shaking the can thoroughly, pour out a suitable quantity of Taxite into a cup or other small, clean vessel, and apply it with a brush, replenishing the cup, as required, from the can. Always shake the can thoroughly before pouring from it.

Objects or surfaces nearby should be covered because Taxite operates on paint or varnish wherever it may strike. Brush on one or more generous coats and let stand for a few minutes until the old finish may be scraped off easily. Where the old finish is unusually heavy from repeated paintings or varnishings, an additional application of Taxite, after preliminary scraping, may be necessary.

Mouldings, carving or other inaccessible corners are more easily cleaned off by scrubbing with a small stiff brush instead of scraping with a putty knife. It is good practice to scrub flat surfaces also with the brush after the bulk of the old material has been scraped off. Next, wash off thoroughly with benzine or gasoline, as any Taxite remaining on the surface might interfere with the drying of subsequent finishing coats.

The thorough scrubbing and washing above described, frequently removes the filler and enough of the old stain to permit a modification of color in re-finishing, where desired; i. e., red mahogany may be changed to brown, etc. In re-staining such finishes, use Sherwin-Williams Handcraft Stains, which penetrate and are much more effective for this work than oil or acid stains. Fillers should be used for open-grained woods, such as oak or mahogany. Use S-W Paste Filler in accordance with directions on the can.

S-W MINE, MILL AND FACTORY COLORS

These colors are especially adapted for decorating and preserving buildings adjacent to mines, mills and factories, where good results are desired with two coats, at moderate cost. S-W Mine, Mill and Factory Colors are very durable and possess splendid wood preservative qualities.

DIRECTIONS FOR USE

S-W Mine, Mill and Factory Colors are prepared ready for use. No thinning is required. Stir paint thoroughly from bottom of package. Brush out well.

Color samples on following page

S-W COMMONWEALTH PAINT

Sherwin-Williams Commonwealth Paint is made in bright attractive colors for painting garages, fences, barns, warehouses, toolsheds and other buildings where a durable and serviceable paint is desired at a moderate price.

S-W Commonwealth Paint is easily applied, covers well and dries with a good gloss.

Put up in one and five-gallon cans; also barrels.

DIRECTIONS FOR USE

Stir paint thoroughly. Apply as it comes from the can with a good bristle brush. When applied over surfaces that are very porous, the paint should be thinned freely with pure raw linseed oil.

Color samples on following page

S-W FLAT BRICK RED

For use on old and new brick walls to imitate the color of pressed brick or terra-cotta work. S-W Flat Brick Red is supplied in paste form, ground in oil, and is put up in five pound cans and 12½ pound and 25 pound pails.

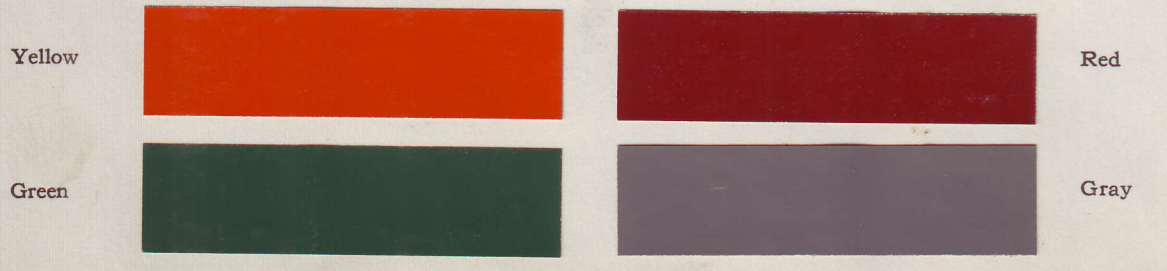
S-W MINE, MILL AND FACTORY COLORS

Color Samples

Also Black and White

S-W COMMONWEALTH PAINT

Color Samples



Also White

S-W CARBOLIC-OL

WOOD PRESERVATIVE

Sherwin-Williams Carbolic-Ol is an effective wood preservative composed of pure anthracene oil derived from the distillation of coal-tar. It is refined so as to give maximum effectiveness when used for either of the convenient and inexpensive brush or open tank methods of treatment of wood. It is being used with complete satisfaction for the exacting requirements of manufacturing, railroad, street railway, telephone, telegraph, light, ice, cold storage and lumber companies. S-W Carbolic-Ol is the product to use on wood which is exposed to weather, acids and moisture, and where a high quality wood preservative is demanded.

S-W Carbolic-Ol is superior to commercial coal-tar creosote because it is uniform and standardized; it is high in specific gravity; free from water; penetrates readily and deeply; is cleaner and has superior antiseptic properties in preventing wood-decay. Carbolic-Ol stains wood a pleasing dark-brown color. This material is offered in one and five-gallon cans and drums.

SPECIFICATIONS

Many concerns such as railroads, power and light companies, car builders, etc., buy wood preservatives on specifications and will be interested in the following analysis of Carbolic-Ol.

Specific Gravity at 15.5° C.—1.06
Flash—95° C.
Fire Point—105° C.
Free Carbon—not over .5%
Liquid at 60° F.
Tar Acids, below 300° C.—not over 1.5%
Unsulphonated Residue above 300° C.—not over .25%
Distillation, not over 5% at 210° C.
Approximately 10% at 235° C.
35% at 270° C.
55% at 300° C.
65% at 315° C.
90% at 355° C.
Residue, soft at room temperature

DIRECTIONS FOR USE AND COVERING CAPACITY

The three most general methods of using Carbolic-Ol are in the order of their effectiveness: First—Dipping; Second—Brushing; Third—Spraying.

Dipping—Timber to be treated should be immersed in a bath of the preservative heated to about 200 degrees Fahrenheit, making certain that the portion of the timber to be treated is entirely below the surface of the oil. The timber should be allowed to remain in the hot oil for one to three hours then transferred to a bath of cold oil for the same length of time.

Brushing—Carbolic-Ol differs from paints and varnishes in method of application. Do not lightly brush the material on; apply it freely, as it will penetrate and be absorbed quickly. When possible, the oil should be heated to about 180 to 200 degrees Fahrenheit. For best results all timber should be air-seasoned. Apply at least two coats.

Spraying—A simple spraying machine can be used. Two applications will give the best results, allowing twenty-four hours to elapse between the first and second coats.

COVERING CAPACITY

Twelve gallons will cover 1,000 square feet, board measure, dipping process. Slightly less will be required where spraying method is used.

Five gallons of Carbolic-Ol will cover 1,000 square feet, board measure, one brush coat.

Eight gallons will cover 1,000 square feet, board measure, two brush coats.

S-W BULLETIN COLORS (PASTE)

S-W Bulletin Colors are used by sign painters for all types of exterior signs, billboards, etc. They are ground exceedingly fine in pure boiled linseed oil and are noted for their permanency. They are supplied in heavy paste form so that they may be thinned to the consistency necessary for the work in hand.

S-W Bulletin Colors are put up in 1, 5, 12½ and 25 lb. cans and are offered in the following colors:

Also Bulletin Lamp Black and Ivory Drop Black

Note: Premier Bulletin Red furnished in 200-pound lots and over only.

S-W COPPER PAINT

This is a special paint made to protect wooden bottoms of vessels, launches and other craft from barnacles, worms, seaweed, etc. S-W Copper Paint contains the maximum amount of metallic copper and is a most reliable and economical anti-fouling paint. Hulls, freshly painted with this material should be put into the water while wet for best results.

S-W Copper Paint is furnished in three colors, Brown, Red and Green, and is put up in quart, half-gallon, gallon and five gallon cans.

Directions—Pour off part of the liquid and stir thoroughly from bottom of can until liquid and pigments are well mixed, after which gradually return the poured-off liquid, meanwhile continuing to stir. For best results, two coats are usually applied. The second coat may be applied immediately after the first coat, then launch at once.

SHERWIN-WILLIAMS VARNISHES

The facilities afforded by the largest system of paint and varnish factories in the world, give us advantages for the manufacture of varnishes that cannot be duplicated in any other plant. We use the very finest quality oils and varnish gums, specially selected for each particular grade of varnish. Our chemical laboratories are complete in every detail so that we can apply every known test to both raw materials and finished products, and make sure that they are not only of highest quality, but conform to standard in every respect.

We list below the most largely used varnishes which we manufacture for interior and exterior wood finishing. Description and special directions for the use of these varnishes appear on the following pages:

S-W Mar-not—for floors and linoleum....page 42
S-W Scar-not—for interior woodwork and furniture....page 42
S-W Rexpar—water and weather resisting varnish for exterior use....page 42
S-W Velvet Finish Varnish—for producing a dull rubbed effect....page 43
S-W Excello—heavy-bodied interior varnish for general woodwork finishing, page 43
S-W No. 1 Floor—a pale, medium grade floor varnish....page 43
S-W Mission-lac—for producing a mission effect on stained surfaces....page 44
S-W Kopal—an excellent all-round painter's varnish....page 44
S-W Flatting Oil—for producing a hand-mixed flat wall paint....page 44
S-W No. 1 Coach Varnish—for the less expensive interior work....page 44
S-W Finest White Damar—for use in making white enamel....page 44

Each is designed to meet a specific requirement. All conditions which surround its use are taken carefully into consideration, and the varnish must demonstrate through practical test that it meets every requirement for the purpose intended before it is placed on the market. S-W Varnishes can always be depended upon to give satisfactory results. They have long since passed the experimental stage, and the success which has attended their use for many years is sufficient guarantee of their quality.

We also make a very complete line of varnishes for Industrial Finishing, Driers, Japans, Asphaltums, Shellacs, etc. Each product is the standard of quality for the purpose intended, and has been in use for years with entire satisfaction.

Industrial Finishing and Industrial
Varnishes also listed in this catalogue
—see index.

S-W MAR-NOT

FOR FLOORS AND LINOLEUM

Mar-not is a pale durable floor varnish, possessing maximum water-resisting qualities, designed for use on all floors, and particularly desirable for use on parquet flooring of oak, light maple or birch, as well as linoleums, where an ordinary dark varnish would discolor light or dainty tones. Mar-not should be applied directly to the wood or printed linoleum, reducing the first coat slightly with pure spirits of turpentine (about one pint to the gallon), applying the succeeding coats without reduction. Do not use shellac or pigment first-coaters of any kind under Mar-not. Mar-not is easily applied, flows out evenly, dries dust-free in two to three hours and can be walked on in twenty-four hours.

Mar-not is put up in half-pint, pint and quart round friction top cans, also in half-gallon and gallon square cans.

S-W SCAR-NOT

FOR WOODWORK AND FINE FURNITURE

Scar-not is a pale, full-bodied varnish designed for the finest interior woodwork and furniture in homes, banks, office buildings, etc., where a strictly first-class finish is demanded. It dries with a full gloss so that it can be left in its natural state, if desired, or it can be rubbed to a dull finish with pumice-stone and oil or water in about forty-eight hours. Can also be polished.

Scar-not is put up in half-pint, pint and quart round friction top cans, and in half-gallon and gallon square varnish cans.

S-W REXPAR

FOR ALL OUT-OF-DOOR VARNISHING

Rexpar represents the highest type of spar varnish, being very pale in color, full-bodied, producing a film that is both water-resisting and weather-resisting, successfully withstanding varying atmospheric changes such as extreme heat and cold, snow, wind, salt spray and sun. It is therefore, ideal for steamships, yachts, canoes, outside doors, porch ceilings, kitchens, bathrooms, etc. Dries dust-free in from two to three hours and hard enough to re-coat in from fifteen to eighteen hours.

Our varnish policy is "A special varnish for each special purpose," but if you want a single varnish for many purposes, use Rexpar (King of all Spar Varnishes).

Rexpar is put up in half-pint, pint and quart round friction top cans, and in half-gallon and gallon square varnish cans.

S-W VELVET FINISH VARNISH

Where a soft, velvety dull rubbed effect is desired the use of S-W Velvet Finish is recommended. It does not contain wax, and in drying qualities, toughness, and durability it is superior to anything on the market. S-W Velvet Finish is intended for use as a last or finishing coat over shellac or varnish. It is designed particularly for interior work, producing splendid effects if used as directed over our Handcraft Stains, when they are to be finished in strictly Mission or varnished effects. It dries dust free in one hour and hard in twenty-four hours. Unlike similar finishes of this character, Velvet Finish can be safely finished over without removing previous coats. Velvet Finish is water-resisting.

S-W Velvet Finish covers approximately 450 square feet to the gallon, one coat. Put up in half-pint, pint, quart, half-gallon and gallon cans.

DIRECTIONS FOR USE

Velvet Finish Varnish can be used over shellac, but for best results, should be applied over a good grade of varnish, since it is intended to provide a rubbed effect without the expense of rubbing, rather than to eliminate a coat of varnish.

S-W EXCELLO

Excello is a heavy-bodied interior varnish designed for general woodwork finishing. It works freely under the brush and levels out well. Excello is very pale in color, permitting its use over such light colored woods as maple and birch without discoloration. Excello dries dust free in four to six hours and has a high and lasting gloss which does not mar or scratch easily. It dries hard in 18 to 24 hours and may be rubbed in 48 to 60 hours.

Put up in half-pint, pint, quart, half-gallon and gallon cans. Covers approximately 500 square feet per gallon, one coat.

DIRECTIONS FOR USE

All coats should be used without thinning. Where desired, it can be rubbed to a beautiful dull finish. The last coat should be permitted to dry forty-eight hours before rubbing.

S-W No. 1 FLOOR VARNISH

S-W No. 1 Floor Varnish is a pale, medium grade floor varnish that offers very good value at a low price. It dries dust free in three to four hours, may be recoated in twenty-four hours and is sufficiently hard to walk upon the next day. S-W No. 1 Floor Varnish shows a fair degree of toughness and elasticity along with good water resistance.

DIRECTIONS FOR USE

Do not use shellac or liquid filler under this varnish or any floor varnish. Apply as it comes from the package, reducing first coat about 10 per cent with turpentine for new work. Succeeding coats should be used full body as the varnish comes from the package. On open-grained wood, use S-W Paste Wood Filler of the desired shade, cleaning filler off thoroughly when set by wiping across the grain of the wood. Allow to dry hard before varnishing.

S-W MISSION-LAC

S-W Mission-Lac is a varnish, light in body and medium in color, that dries quickly with a shellac-like finish. It will withstand washing with water and is intended for use as a finishing coat on surfaces stained to produce mission effects. One coat on top of mission stained surfaces will produce a finish similar to that obtained with a coat of shellac and a coat of wax. This product can be successfully dipped as well as brushed. Dries dust-free in one to two hours and thoroughly hard in twenty-four hours.

S-W Mission-Lac will cover approximately 600 square feet to the gallon and is furnished in half-pint, pint, quart, half-gallon and gallon cans.

S-W KOPAL

Kopal is an excellent all-round painter's varnish of the long oil type. It is durable and elastic and works freely and easily under the brush. Kopal is of medium body and a rich amber color. It possesses good water-resisting properties and may be used for moderate exposure to weather, such as porch ceilings, screen doors, etc.

Kopal dries dust free in 8 to 10 hours and becomes thoroughly hard in three to four days when it may be given a light rub if a dull effect is desired. Kopal dries with a full rich gloss. It is not recommended for use on floors. For best results for varnishing floors we recommend S-W Mar-not Varnish.

S-W Kopal is supplied in half-pint, pint, quart, half-gallon and gallon cans.

DIRECTIONS FOR USE

(New Wood)

First coat, reduce in the proportion of one-half pint pure turpentine to the gallon of varnish. Second and third coats, use without reducing. Sand lightly between coats with No. 00 sandpaper.

S-W No. 1 COACH VARNISH

A coach varnish moderately priced for the less expensive interior work.

S-W No. 1 Coach Varnish dries dust free in six hours and hard in twenty-four hours. It is elastic, works easily, and dries with brilliant lustre. It is to be used as it comes from the package. If necessary to thin, use pure turpentine.

Put up in half-pint, pint, quart, half-gallon and gallon cans.

S-W FINEST WHITE DAMAR

Made from the finest grade of damar gum and intended for use in making white enamels. Also used by printers and lithographers. Furnished in half-pint, pint, quart, half-gallon and gallon cans.

S-W FLATTING OIL

To the painter or user of paint who prefers to hand-mix flat wall paint, we heartily recommend the use of S-W Flatting Oil.

S-W Flatting Oil when combined with Pure White Lead makes a paint that dries with a flat finish, works freely under the brush, levels well and retains a satisfactory wet edge to avoid laps and brush marks.

Mix S-W Flatting Oil with ODP White Lead exactly the same as if mixing linseed oil with the lead, adding a little at a time and stirring constantly.

Put up in one and five-gallon cans and barrels.

SHERWIN-WILLIAMS STAINS

A stain is used to modify the tone of the natural wood and should bring out and emphasize the character of the grain so as to provide a pleasing color in harmony with the general decorative scheme. Naturally, then, great care should be exercised to choose stains which will be permanent and not fugitive to light.

In providing a line of stains to meet with every architectural requirement, three types of stains have been developed to take care of the varying nature of different kinds of wood, cost of operation, etc.

Sherwin-Williams Handcraft Stains, Acid Stains and Oil Stains are described on this and following pages.

S-W ACID STAINS

Color samples on following page

Sherwin-Williams Acid Stains are made for use on hardwoods to produce clear, permanent and non-fading effects. These stains penetrate deeply, bringing out and intensifying all of the natural markings and beauty of the wood. They possess a clear tone. S-W Acid Stains are easily applied without streaking and are absolutely true in color. They are not intended for use on soft woods.

Put up in half-pint, pint, quart, and half-gallon bottles.

S-W Acid Stains cover approximately 500 square feet to the gallon, one coat.

DIRECTIONS FOR USE

Sponge the wood with clear cold water. After surface is thoroughly dry, sand clean and smooth. Apply a coat of stain. Allow to dry over night. Sand lightly and follow with a second coat of stain, if necessary, reduced with water.

When using the Mahoganies on open-grain woods, always follow with a coat of Sherwin-Williams Mahogany Paste Wood Filler. This not only fills the pores of the wood, leveling the surface for succeeding coats, but influences the color effect considerably, bringing out the grain through affording contrast between the high lights or flakes and the softer or darker parts of the grain. Allow 36 to 48 hours for filler to dry. Follow with a wash-coat of Sherwin-Williams Pure White Shellac, or White Marvelac, reduced 50% with denatured alcohol. Finish with two or more coats of S-W Scar-not or S-W Excello Varnish, which may be rubbed dull (or polished if desired). See page 43 regarding S-W Velvet Finish Varnish for an imitation dull rubbed effect.

Fumed Oak is generally finished without the use of a filler. Apply Sherwin-Williams Pure White Shellac, Marvelac, or Mission-lac, over the stain when dry, and finish with one coat of S-W Prepared Wax.

Silver Gray is usually treated with one coat of Sherwin-Williams Pure White Shellac, or White Marvelac, and one coat of S-W Velvet Finish Varnish. When a pronounced gray effect is desired, apply a coat of toner after stain has thoroughly dried out, consisting of Sherwin-Williams Flat-Tone Silver Gray reduced 50% with turpentine. Wipe off across grain when toner begins to set up, and finish as above. (Use only on whitest wood, birch, white oak, etc.).

Deeper shades may be secured by double staining or lighter shades by a slight reduction with water.

Sherwin-Williams Acid Stains are not recommended for use on soft woods such as pine, fir, cypress, etc. For this purpose we recommend Sherwin-Williams Oil Stains.

S-W ACID STAINS

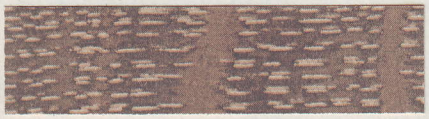
Continued

Dark Colonial Mahogany *1

Antique Brown Mahogany *1

Light Mahogany *1

Fumed Oak *2



Silver Gray *3

(1) On Mahogany
(2) On Quarter Sawed White Oak
(3) On Quarter Sawed White Oak with S-W Flat-Tone Silver Gray as a toner

S-W HANDCRAFT STAINS

This line of spirit penetrating stains is offered for use in finishing the finest interior woodwork, furniture, etc. S-W Handcraft Stains do not raise the grain of the wood and therefore no additional labor or expense of sanding is required after staining. They do not streak or show laps.

S-W Handcraft Stains penetrate and dry promptly, emphasize and bring out the natural beauty of the grain of the wood without obscuring it. The colors possess individuality, are characteristic of the effects named and are not fugitive. The samples below and on the following page show the splendid range of colors in which S-W Handcraft Stains are furnished.

Put up in half-pint, pint, quart, half-gallon and gallon containers. All Handcraft Stains are filled in tin cans except Bog Oak, which is filled in glass bottles.

S-W Handcraft Stains cover approximately 500 square feet to the gallon. Directions for use on page 48.

Adam Brown Mahogany *5

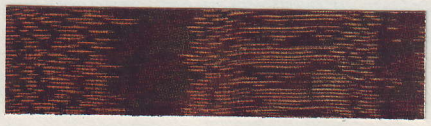
Fumed Oak *2

Antique Mahogany *4

Old English Oak *2

S-W HANDCRAFT STAINS

Continued

Silver Gray *2			Silver Gray *3
Cathedral Oak *2			Brown Oak *3
Brown Oak *2			Early English *1
Weathered Oak *2			Bog Oak On Southern Pine *3
Early English Oak *2			Mahogany *3
Green Weathered Oak *2			System Effect No. 39
Bog Oak *2			System Effect No. 40
Light Mahogany *5			System Effect No. 41
Dark Mahogany *4			System Effect No. 42
Walnut *6			System Effect No. 43

(*1) On Pine. (*2) On Quarter Sawed White Oak. (*3) On Southern Pine. (*4) On Birch. (*5) On Mahogany. (*6) On Gum.

Directions for producing these effects on page 48

S-W HANDCRAFT STAINS

Continued

A WORD ABOUT THE SAMPLES

The color samples shown here are reproductions by a three-color printing process of panels finished with the stain indicated. Great care has been taken in the selection of these panels and the color effects approximate the actual results of the use of the stain on wood, insofar as a true reproduction is possible. It is not possible, however, by any process to show the real beauty of the wood, with its richness and depth and the texture of the flake and grain brought out by the use of Handcraft Stains.

DIRECTIONS FOR USE

Apply S-W Handcraft Stain evenly with a soft fitch brush. Allow to dry over night. If a lighter shade of stain is desired, thin with S-W Handcraft Stain Reducer. Keep stain tightly covered when not in use.

Open-grain woods such as oak, walnut, chestnut and mahogany require the use of S-W Paste Wood Filler to fill the pores of the wood and level the surface for the application of the finishing coats. The close-grain woods such as maple, birch, pine, etc., do not require a filler. An exception may be made of birch. While birch is really classed as a close-grain wood, the use of a paste filler in connection with red and brown mahogany and walnut effects, helps bring out the beauty and character of the grain very effectively. Paste Wood Filler is to be applied over the stain. (See complete directions under S-W Paste Wood Filler, page 34).

Whether or not the kind of wood to be finished requires filling after stain has been applied, it is essential that the surface be sealed with a thin coat of S-W Pure White Shellac or S-W Marvelac.

After the sealer has dried the surface may be finished with S-W Varnishes or given a waxed finish with S-W Prepared Wax.

To secure best results with Handcraft Stain Silver Gray, we recommend that it be used only over the lighter colored woods such as white oak, white birch, maple, chestnut, etc. S-W Pure White Shellac only should be used as the sealer for this stain.

Caution:—Woods vary so greatly in texture, natural color (such as red oak, white oak, red birch, white birch, etc.), also in the method of sawing (quartered or straight, solid or veneered) that stains take differently on each and it is therefore recommended that a small test panel be made up first, using the same wood and method of finishing as will be employed on the job, in order that the correct finish be definitely assured before proceeding with the larger operation.

S-W HANDCRAFT STAIN REDUCER

For reducing S-W Handcraft Stains. Furnished in half-pint, pint, quart and gallon cans.

S-W HANDCRAFT SYSTEM EFFECTS

Handcraft System is a finish for oak, ash, chestnut and similar open-grain woods. By its use decorators and finishers can produce a wide variety of unique effects.

Handcraft System Effects are in general use with experienced decorators and are specified by architects for all types of high grade work.

DIRECTIONS FOR PRODUCING HANDCRAFT SYSTEM EFFECTS

Handcraft System Effects require the following procedure: Apply one coat of Handcraft Stain as specified for the effect to be produced, allowing it to stand eighteen to twenty-four hours for thorough drying. A wash coat of S-W Marvelac or S-W Pure White Shellac, reduced 50% with denatured alcohol, should then be applied. Sand very lightly when dry. Next apply, as a toner, a coat of S-W Flat-Tone of the specified color, as it comes from the can, applying over only such an amount of surface as will permit of its being wiped off before the paint sets hard. Wipe off with a soft cloth rubbing across the grain of the wood, removing all the paint except that which is lodged in the pores of the wood. Allow to dry at least twenty-four hours. The use of a final coat of S-W Velvet Finish Varnish is recommended over Effects Nos. 39, 40 and S-W Mission-lac over Effects Nos. 41 to 43 inclusive.

Specifications are listed herewith showing stains and toners required for the System Effects on page 47.

Effect No.	*Handcraft Stain*		*S-W Flat-Tone*
39	Silver Gray		White
40	Weathered Oak Fumed Oak	equal parts	Silver Gray
41	Weathered Oak		Cream
42	Old English		Bright Sage
43	Old English Oak		Cocoanut Brown

S-W GOLDEN OAK STAIN

For staining interior woodwork, doors, furniture, etc., where the popular shade known as golden oak is desired. This stain is supplied in a highly concentrated form so that any depth of shade may be produced as desired by regulating the amount of reducer used (turpentine or naphtha). For this reason no definite recommendation is made as to the required amount of reducer, but the user will find it advisable to first try out the reduced material on a sample of the wood to be stained and then add further turpentine or naphtha if a lighter shade is required. For general purposes it will be found that by reducing one part of S-W Golden Oak Stain with six parts turpentine or naphtha, a pleasing shade of golden oak will be obtained.

When using Golden Oak Stain on close-grain woods or on open-grain woods not to be followed by S-W Paste Wood Filler, wiping off the stain is recommended as it brings out the high lights and enhances the beauty of the wood. · When staining open-grain woods to be followed by S-W Paste Wood Filler, wiping is not necessary.

Where the surface is wiped after staining, the amount of reduction will not necessarily be as great as where the stain is applied and allowed to dry without wiping.

When stain has dried over night, apply S-W Paste Wood Filler of the desired shade according to the recommendations given on the package. Allow 36 to 48 hours for the filler to dry, then follow with varnish coats after the usual custom.

S-W Golden Oak Stain is furnished in half-pint, pint, quart, half-gallon and gallon cans.

See following page for Color Sample

S-W OIL STAINS

S-W Oil Stains are for use on new wood only and are particularly satisfactory for use on soft woods. This is a highly developed line of dependable stains, the colors that are used being the strongest and purest obtainable. S-W Oil Stains work freely under the brush and do not raise the grain of the wood.

Where an unvarnished stained effect is required, these stains have a special advantage as they not only stain the surface but will also preserve the wood and repel water and moisture.

S-W Oil Stains, with the exception of the mahoganies, do not require the use of a sealer before varnishing. This advantage is of particular value when a floor or exterior woodwork is to be stained and varnished. No first-coater should ever be used under a floor varnish.

Put up in half-pint, pint and quart self-sealing cans, half-gallon and gallon pails.

COVERING CAPACITY

S-W Oil Stains will cover approximately 600 square feet to the gallon, one coat.

See following page for Directions for Use and Color Samples

S-W OIL STAINS

Continued

DIRECTIONS FOR USE

Be sure that the surface to be stained is perfectly dry. Sand the wood, to be finished, smooth and clean. Apply one full coat of the stain and wipe lightly after allowing the stain to penetrate. This will produce a stained effect of medium darkness. If a lighter shade is desired, wipe the surface with a clean, soft cloth a minute or so after the stain is applied, and before it has thoroughly set. If a very deep shade is desired, apply a second coat of stain.

When finishing open-grain woods, allow the stain to dry over night and then fill the pores of the wood with Sherwin-Williams Paste Wood Filler in color selected.

Allow to dry over night, then apply one thin coat of Sherwin-Williams Shellac or Marvelac, follow with two coats of varnish of suitable quality, such as Sherwin-Williams Scar-not Varnish, for interior woodwork, or Rexpar for outside finishing. Allow sufficient time for the first coat of varnish to dry, and sand lightly with No. 00 sandpaper, applying one or two additional coats of varnish as desired.

S-W Oil Stains Rich and Brown Mahogany are not recommended for outside use.

COLOR SAMPLES

S-W GOLDEN OAK STAIN

Complete information regarding this material and its uses will be found on the preceding page.

S-W PRESERVATIVE SHINGLE STAINS

See last page of this book for color samples

Sherwin-Williams Preservative Shingle Stains are ideal for use on the shingled roofs and sidings of all types of buildings. They are penetrating stains — not thin paints that wash off with the first rain or that soon fade. These stains contain refined creosote and other liquids that penetrate and stain the wood to a considerable depth, and for this reason will hold their color long after other stains have faded away.

Sherwin-Williams Shingle Stains are called "Preservative" because they contain creosote, a well-known preservative of all vegetable tissues. Creosote fills the wood with a fatty substance and unites with the sappy part in forming a peculiar compound which resists all organic decomposition.

In addition to stopping decay, creosote has the peculiar property of preventing the formation of fungus growth and is effective against the destructive attacks of insects. For this reason shingle stains which contain creosote are especially valuable for use in the Southern countries, as they will prevent the ravages of the white ant and other insects which bore into the wood.

Sherwin-Williams Preservative Shingle Stains bring out the natural beauty of the grain in the wood and do not cover up or conceal the surface, as do many of the so-called stains on the market. S-W Shingle Stains penetrate the wood thoroughly, which gives a lasting effect and increase their value as a wood preservative. They are rich in color, warm and harmonious, and after they have aged they become even more soft and pleasing in tone.

Sherwin.Williams Shingle Stains are supplied in one and five-gallon cans and barrels.

COVERING CAPACITY

One gallon of Preservative Shingle Stain will cover 100 square feet, two coats, or 150 square feet, one coat, if brushed. Two and one-half to two and three-quarter gallons will dip 1000 shingles, one coat. Three gallons will cover 1000 shingles one dipping coat and one brush coat. Only two-thirds of the length of the shingle need be dipped. It should be understood that the estimate for covering capacity can only be approximate, owing to the varying character of the shingles to be stained, whether dressed or rough, hard or soft, and to the manner of application. It will, however, be found reasonably accurate under normal conditions.

DIRECTIONS FOR USE

Important. To insure a uniform color, all packages of stain that are intended for use on any one job should first be mixed together. If the stain is to be used from the original package cut out the entire top of the can.

Stir thoroughly with a wide stick or wooden paddle before using and frequently while using. This is important, as best results are obtained only when pigment and liquids are thoroughly incorporated.

These stains may be applied either by dipping or by brushing. For new work always apply two coats, making certain that the first is thoroughly dry before another is applied.

When a dip-coat is given do not soak the shingle in the stain but dip the thick end to about two-thirds of its length, rapidly in and out of the stain, allowing the excess stain to drain back into the original package or dipping tank. Then throw the shingles in a loose pile to dry thoroughly before being laid.

After the shingles have been laid, a brush coat should be applied—this insures a more uniform appearance.

For the first coat the stain should be used just as it comes from the package but for the final coat the addition of about one pint of pure raw linseed oil to the gallon of stain will be beneficial. This applies particularly where the stain is being applied on old work.

New shingles are frequently saturated with water when delivered to the builder. If the stain is applied when the shingles are in that condition, satisfactory results cannot be expected. It is important therefore that the shingles be thoroughly dry.

S-W CARBOLIC-OL SHINGLE STAINS

See last page of this book for color samples

S-W Carbolic-Ol Shingle Stains are manufactured from pure coal-tar creosote oil. Therefore their use will afford maximum protection against decay. They are adapted for use on shingles and siding where a light or dark brown stain with maximum preservative properties is required.

S-W Carbolic-Ol Shingle Stains are natural stains and contain no added coloring matter. They are furnished in Light and Dark Brown only as shown on the samples. They are put up in one and five-gallon cans and barrels.

Five gallons of Carbolic-Ol will cover 1,000 square feet, board measure, one brush coat.

Eight gallons will cover 1,000 square feet, board measure, two brush coats.

Twelve gallons will cover 1,000 square feet, board measure, dipping process.

DIRECTIONS FOR USE

Use the stain as it comes in the can. Stir thoroughly before using and frequently while using, with a wooden paddle.

Carbolic-Ol Shingle Stain can be used both as a brush coat and for dipping. Because of the strong penetrating qualities of Carbolic-Ol Shingle Stain, one coat will generally give satisfactory results. Where two-coat work is desired the most uniform results can be obtained if the first coat is dipped as directed and the second coat brushed on immediately after the shingles have been laid.

Do not soak the shingles in the stain. Dip in and out rapidly, allowing excess stain to drain back into vat. Throw the shingles into a loose pile so they will dry freely.

S-W SHELLACS

Our line of shellacs consists of the following products:

S-W Pure White Shellac
S-W Pure Orange Shellac
S-W Compound White Shellac
S-W Compound Orange Shellac

These shellacs are 4 pound cut. Put up in quarter-pints, half-pints, pints, quarts, half-gallons and gallons; also in five-gallon wooden kegs and barrels.

S-W MARVELAC

S-W Marvelac is a popularly priced spirit first coater and is recommended as a good substitute for shellac. It is used directly over stains. Marvelac brings out the brilliancy of the stain and depth of tone so greatly desired. Possesses excellent sealing properties and is more water-resisting than shellac. Can be brushed, sprayed or dipped and comes ready for use. For best results it should be thinned about 25 to 50 per cent with 188° proof denatured alcohol for dipping or spraying. Dries dust-free in a few minutes and sands in three to six hours without gumming the sandpaper.

S-W Marvelac (White and Orange) covers approximately 500 square feet to the gallon, one coat, and is put up in pint, quart, half-gallon and gallon cans.

Dries hard over night. Recommended for medium-grade interior work. Put up in half-pint, pint, quart, half-gallon and gallon cans.

S-W TRAFFIC ZONE PAINT

Sherwin-Williams Traffic Zone Paint is designed for use in the marking of pavement for the directing and handling of traffic.

In bright clear weather S-W Traffic Zone Paint dries in 20 minutes. In dull cloudy weather, 30 minutes is required.

S-W Traffic Zone Paint is not softened or discolored by asphalt oils in the pavement. It clings tenaciously to the surface and stands an amazing amount of traffic friction. It will not chip or flake off.

WHERE TRAFFIC ZONE PAINT IS USED

Traffic Zone Paint is used and recommended for marking of stop signs, traffic lanes and safety zones on all types of street pavement. It is economical because of its ease of application, dense hiding power and long life.

Traffic Zone Paint is used also for marking of shipping, storing and parking spaces in and about factories, institutions, schools, markets, etc. It is specified for marking of danger zones, no-parking spaces, fire department zones, etc. Our line of zone marking paints consists of White, Yellow, Orange and Red.

DIRECTIONS FOR USE

S-W Traffic Zone Paint may be applied by brush or spray method. It is supplied in a rather heavy consistency and should be thinned with about 20 to 30 per cent of gasoline or naphtha as required.

Yellow

Orange

Red

Also furnished in White

S-W KROMIK STEEL PRIMER

The priming coat on iron or steel surfaces is equally as important as the coats which follow. It might be said that a metal protective coating is no better than its primer. A similar comparison can be drawn to a pavement. Regardless of what is used for the surface, wearing qualities are dependent largely on the base or foundation.

While space does not permit us to go into a discussion of the causes of corrosion, about which there is still some division of opinion, the electrolytic theory is held by most authorities and learned societies.

In other words, the ideal coating for use on the bare metal or the shop coat should be one that to the greatest extent minimizes the electrolysis of the metal. The succeeding coats, of course, must be of a protective, elastic, weather-resisting nature which will effectively exclude dampness and destructive gases from the priming coat.

In our opinion, S-W Kromik Steel Primer stands in a class by itself for first coat work on iron and steel surfaces. It is recommended particularly for structural work on buildings and bridges, ornamental iron work and gas and oil tanks of various sorts.

Made on a chromate base, it minimizes electrolysis, the cause of rust. As an example of the effect of chromates on metal we submit the following. Two safety razor blades were immersed in ordinary hydrant water in glass jars. Into one of the jars, a small quantity of a solution of a chromate was added. Both jars were then sealed with a metal cap and the entire tops of the jars dipped into hot paraffin to prevent any possible penetration of air. It was not long before the blade in the jar containing water only, began to show signs of corrosion and after eighteen months all that was left in the jar besides the water was a deposit of rust on the bottom of the jar. The blade in the other jar was shiny as the day put in. A homely, simple illustration, but one with a big message. The same story might be true in degree, of two gigantic railway bridges or the structural steel of skyscrapers.

RED LEAD COMPARED WITH S-W KROMIK STEEL PRIMER

Red Lead possesses many of the fine characteristics of S-W Kromik Steel Primer. On the other hand, it has some marked disadvantages, chief among which is its tendency to decompose rapidly in the presence of sulphurous gases to be found in the atmosphere of any community of any size. This feature is highly undesirable in a paint to be used for a shop coat. If metal primed with red lead paint can be immediately painted over with protective coatings of carbon or graphite, the results will be quite as satisfactory as where Kromik is used. Otherwise there is no comparison, for Kromik is very nearly as resistant to the exterior corroding agents as are the finishing protective coatings of graphite or carbon paints. For this reason Kromik is the ideal shop primer.

COVERING CAPACITY

S-W Kromik Steel Primer is Orange Brown in color as shown on the chip on the following page. It covers approximately 800 square feet to the gallon one coat and blends perfectly with the protective coatings that are applied over it

It is put up in one and five-gallon cans and fifty-gallon barrels.

Continued on following page

S-W KROMIK STEEL PRIMER

Continued

DIRECTIONS

For using S-W Kromik Steel Primer on iron or steel surfaces undergoing exterior exposure. (Such as Bridges, Steel Structures for Buildings, Tanks, Fire Escapes, Ventilators, Metal Blinds, etc., also for priming iron or steel surfaces exposed to gases, acid fumes, etc.)

Before applying this primer or shop coat, all rust, mill scale, grease or foreign matter of any kind must be completely removed from the surface to be painted. No exterior painting should be done in wet or freezing weather, nor should paint be applied to any wet or damp surface.

Stir paint thoroughly from bottom of can and apply with a bristle brush in smooth even coats, brushing out well. Paint should be used as it comes from the package. Should thinning be desired, use pure spirits turpentine or S-W Universal Thinner.

All riveted and bolted connections, as well as parts inaccessible after erection, should receive two coats of Kromik Steel Primer.

S-W METALASTIC

When we designed S-W Metalastic, which is recommended for the finishing coats on iron or steel which must undergo atmospheric exposure, the following definite requirements were borne in mind:

1. The paint should produce a film impermeable to water.
2. It must be firm drying and resistant to abrasion.
3. It must possess sufficient elasticity to withstand ordinary expansion and contraction of metals.
4. It should be chemically neutral and possess no tendency toward chemical reaction.

Continued on next page

Gray

Green

Brown

Black

S-W METALASTIC

Continued

It took constant experimenting to develop a paint with all these characteristics. S-W Metalastic meets these specifications and we recommend it unqualifiedly for the finishing coats on exposed metal work.

S-W Metalastic is a paint of the graphite type, the pigment varying slightly in the colors, the black containing a percentage of carbon black, while in the case of the brown, ferric oxide is combined with the graphite instead of black. These pigments are finely ground in a specially treated linseed oil. Fine grinding and uniform incorporation of the pigment with the vehicle are essential elements in the manufacture of S-W Metalastic and produce a paint film that resists the severe action of the weather. As on metal surfaces, the resistance to sun, rain, frost, etc., depends entirely on a tenacious, well-knit paint film that only comes from fine grinding.

S-W Metalastic is made in Black, Brown, Gray and Green. See the chips for shades. It covers about 700 square feet, one coat to the gallon and is put up in one and five-gallon cans and in fifty-gallon barrels.

DIRECTIONS FOR USE

On iron or steel surfaces undergoing exterior exposure. (Such as Bridges, Steel Structures for Buildings, Tanks, Fire Escapes, Ventilators, Metal Blinds, etc., also for priming iron or steel surfaces exposed to gases, acid fumes, etc.)

After metal has been primed with S-W Kromik Steel Primer (see directions on page 54), apply two coats of S-W Metalastic as it comes in the package. Be sure to stir paint thoroughly before using. Do not apply the second coat until the first is perfectly dry.

Any portions of the surface which are abrased in transit should be "spotted" with Kromik Steel Primer, prior to the application of S-W Metalastic.

S-W NON-CORRODIBLE GRAPHITE PAINT

S-W Non-Corrodible Graphite Paint is made in the natural, dull graphite color, and contains only the pure natural graphite pigment combined with a specially treated refined linseed oil. Where a straight graphite metal protective paint is required, this material will prove itself second to none. It will be found free from any tendency to settle hard in the package which condition is peculiar to most paints of this type.

This product is furnished in one and five gallon cans and barrels.

S-W NON-CORRODIBLE ACID-RESISTING PAINT

Sherwin-Williams Non-Corrodible Acid-Resisting Paint is a scientific preparation for the protection of metal surfaces subjected to the corrosive action of gases, acids and destructive fumes. This material can also be used as a protection against salt water, ammonia and other disintegrating agents. We have a large demand for S-W Non-Corrodible Acid-Resisting Paint for use on iron and steel surfaces in smelters and adjacent buildings and for use in painting metal pipes and tubing laid under ground.

This product is made in black only and is put up in one and five-gallon cans and barrels.

DIRECTIONS FOR USE

After surface has been primed with S-W Kromik Steel Primer as directed on page 54, apply two coats of S-W Non-Corrodible Acid-Resisting Paint as it comes in the package.

Stir paint thoroughly before using. The paint should not be applied to a wet or damp surface.

S-W CARBON PAINT, RED DIAMOND BRAND

S-W Carbon Paint, Red Diamond Brand, is made on a willow charcoal base, which is the ideal form of carbon. To this is added a sufficient amount of selected red lead to supply good drying properties without resorting to the use of low grade liquid driers which are frequently used in structural paints to their detriment. The liquid or binder in this paint is composed of 90% pure linseed oil and 10% of rosin-free drier and thinner.

Carbon Paint, Red Diamond Brand, was the first metal protective paint made on a charcoal base and has been manufactured by us for nearly fifty years. In service tests covering a long period, this paint has given perfect satisfaction.

This paint is well suited for use both as a shop coat and for field coating purposes. Surfaces protected entirely with Carbon Paint, Red Diamond Brand, are most adequately protected against rust and corrosion. It is made in but one color, black.

Because of its make-up S-W Carbon Paint, Red Diamond Brand, is slow drying, but the results obtained are worth the extra time that must be allowed for drying before recoating. Where time is a factor, however, or where inspection makes necessary coatings of different colors, it is recommended that S-W Metalastic Gray or Liquid Red Lead be used for the shop coat followed by S-W Metalastic Brown or Green as desired, and then a finishing coat of S-W Carbon Paint, Red Diamond Brand. Its use as a finishing coat is especially recommended where extreme endurance and protection are desired.

S-W Carbon Paint, Red Diamond Brand, is made in liquid form only and is put up in one-gallon and five-gallon cans and barrels.

S-W SUSPENDED RED LEAD

For many years our Research Department experimented with various types of pigments and liquids to develop a full bodied Red Lead Paint that would not run or streak and still stay in suspension. The name "Suspended Red Lead" was given to this product because of the peculiar fact that the pigment remains in suspension in the liquid vehicle. Other red lead paints, unless continuously stirred during the application, settle out, causing a very uneven coating.

S-W Suspended Red Lead should be recommended at all times for priming steel where red lead is demanded, unless strictly pure red lead is called for. Suspended Red Lead is composed of 80% Pure Red Lead and 20% inert pigments ground in strictly pure linseed oil. Vehicle is composed of linseed oil and a percentage of special drying oil.

S-W Suspended Red Lead is put up in one and five-gallon cans and barrels.

COVERING CAPACITY

Owing to the uniform coating and ease of application the greatest possible covering capacity is secured, averaging on larger surfaces 400 to 500 square feet, one coat, one gallon.

DIRECTIONS FOR USE

Paints of this type, owing to the consistency, should be carefully stirred before using, in order to thoroughly incorporate the vehicle with the pigment. Should reduction be desired, use pure boiled linseed oil, or S-W Perfect Method Paint Oil.

S-W GALVANIZED IRON PRIMER

It is a well known fact that ordinary paint has a tendency to peel from galvanized iron surfaces. To perfect a primer for surfaces of this kind, our laboratories did considerable research work with the result that they developed S-W Galvanized Iron Primer, a paint that has given highly satisfactory results to its users.

By using S-W Galvanized Iron Primer as the first coat on galvanized iron surfaces, the use of the various acid washes is eliminated, thereby reducing the expense of finishing.

S-W Galvanized Iron Primer is made only in the gray color shown below and as it is to be used as a priming coat only it should be re-coated within 48 to 72 hours with a coat of oil paint. It is put up in quart, half-gallon and gallon cans, also five-gallon square cans and barrels.

DIRECTIONS FOR USE

Be sure that the surface is clean and dry. Wash off any mineral oil that may be on the surface with either gasoline or naphtha. S-W Galvanized Iron Primer is supplied in a consistency ready for use but if it appears too heavy for certain work, thin slightly with pure turpentine. When thoroughly dry apply a coat of good oil paint such as S-W Standard Building Paint.

S-W SALAMANDER SMOKE-STACK BLACK

Salamander Smoke-Stack Black is made expressly for use on smoke-stacks, flues, boiler fronts and all superheated surfaces.

It is a splendid preservative for the metal and affords adequate protection from rust.

S-W Salamander Smoke-Stack Black has exceptional weather resisting properties and is economical to use. It dries quickly with a full, hard, glossy surface and withstands extreme heat without blistering, scaling or cracking.

S-W Salamander Smoke-Stack Black is supplied in one and five-gallon cans and barrels.

COVERING CAPACITY

This paint covers approximately 600 square feet to the gallon, one coat, when applied over the cold metal. However, when the surface is warm the covering capacity is relatively smaller.

DIRECTIONS FOR USE

Before applying the paint, all rust, dirt and grease should be cleaned off the surface to be painted. This paint should be applied as it comes from the package.

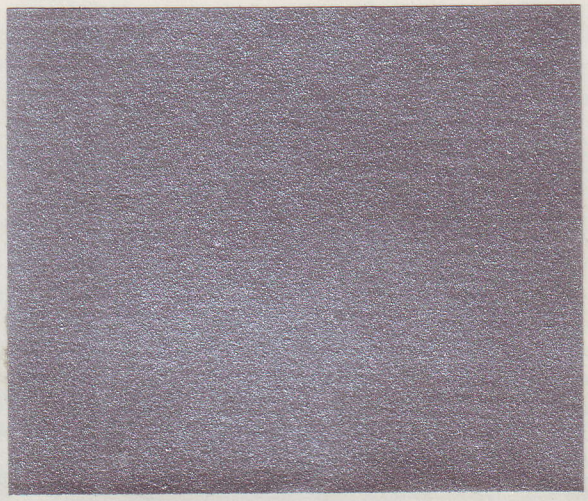
S-W ALUMINUM PAINT

FOR EXTERIOR METAL PROTECTIVE WORK

Sherwin-Williams Exterior Aluminum Metal Protective Paint, as its name implies, is an especially prepared aluminum paint for exterior use. It is a well known fact that aluminum possesses exceptional wearing qualities that have never been taken advantage of to the fullest possible extent in the so-called Aluminum Paints now on the market. Our research laboratories were given the task of developing a product that would retain all of the inherent properties of aluminum, easy brushing, good flowing and covering and great durability, and after considerable experimental work—including exposure tests over a long period—this product has been developed and will be found to have exceptional merit.

It is particularly suitable as a protective coating on the tops of oil tanks because it does not permit the sun's rays to penetrate as easily as do ordinary paint films, therefore there is less absorption of heat by the contents of the tanks with the result that there is less expansion and evaporation. This economical feature, together with its great durability, will especially commend this product to oil producers and refiners throughout the country for use on their storage equipment in the oil fields.

Sherwin-Williams Exterior Aluminum Metal Protective Paint is also recommended for use on metal work, cornices, cupolas, gas holders, automobile radiators, flag poles, gas engines, boats and all other exterior surfaces where an aluminum finish is desired. It can also be used with equally satisfactory results on interior surfaces such as radiators, ranges, water boilers, coolers, gas, steam and water pipes, etc.



DIRECTIONS FOR USE

S-W Exterior Aluminum Metal Protective Paint can be either brushed or sprayed just as it comes from the package. Stir thoroughly from the bottom of the can and occasionally while using.

As a primary coat for new metal work apply one coat S-W Kromik Steel Primer, a product especially suitable for the protective coating that is applied directly to the metal. When thoroughly dry apply one coat of S-W Exterior Aluminum Metal Protective Paint just as it comes from the package. Should reduction be desirable, thin slightly with S-W Reducer No. 30 or V.M.P. Naphtha.

S-W ALUMINUM PAINT

FOR INTERIOR USE

A lasting silver finish for use on radiators, ranges, water-boilers, coolers, gas, steam and water pipes, gas stoves, machinery, engines, etc.

S-W Aluminum Paint gives most satisfactory results because the aluminum that is used is finely divided and highly polished and is suspended in a high grade binder of our own development. It withstands the extremes of heat or cold without cracking, peeling, blistering or discoloring. It holds well in suspension, works freely under the brush, is fast in color and has great spreading capacity. If desired it can be sprayed.

S-W Aluminum Paint is put up in eighth-pint, quarter-pint, half-pint, pint and quart friction top cans, also in gallon pails.

DIRECTIONS FOR USE

Where a priming coat is necessary first apply one coat of S-W Aluminum Paint Primer. Follow with S-W Aluminum Paint as it comes in the can.

SPECIAL NOTE

It is a well known fact that oil paints will discolor when applied on surfaces previously coated with tar or asphaltum paints. This is equally true of Aluminum Paint, so it should not be recommended for application on such surfaces.

S-W ALUMINUM PAINT PRIMER

For use under S-W Interior Aluminum Paint. Especially valuable where Aluminum Paint is to be used on new galvanized iron.

Furnished in quart, half-gallon, gallon and five gallon cans and barrels.

S-W LIQUID GOLD

This is a liquid gold paint for use on radiators, hot air registers, steam and water pipes, sprinkler systems, also for picture frames, wickerwork, basketry and in fact, for any interior decorating where a gold finish is desired. S-W Liquid Gold produces a bright gold finish and is not affected by heat, cold or moisture. It is easy to apply and dries quickly.

Put up in ⅛-pint, ¼-pint, ½-pint, pint, quart and gallon cans.

Stir thoroughly before using and frequently while using. Apply with a soft brush in one direction only.

S-W BRONZING LIQUIDS

GRADES No. 1, 2 AND 3

S-W Bronzing Liquids are for mixing with gold, aluminum and copper bronzes. These three liquids are unexcelled for decorative work for, when mixed with bronze, they dry with a high gloss finish and because of their splendid heat-resisting qualities, may be used on radiators, steam pipes, etc., without discoloring, peeling or blistering.

S-W Bronzing Liquids are supplied in pint, quart, half-gallon, gallon and five-gallon cans.

S-W ELEVATOR PAINT

Sherwin-Williams Elevator Paint is adapted for use on grain elevators, tanks and steel structures where a moderately priced paint is desired. It has good working and covering qualities which, together with its durability, make it a most economical product for use on all types of surfaces in this class of work.

S-W Elevator Paint is put up in one and five-gallon cans and barrels and is offered in the colors shown by the samples, which represent three of the most popular colors for work of this kind.

Brown

Red

Slate

DIRECTIONS FOR USE

Be sure the paint is thoroughly stirred before application and should thinning be necessary, use pure raw linseed oil only. Weather permitting, it is always safe to recoat S-W Elevator Paint in 48 hours.

S-W Elevator Paint covers approximately 500 to 600 square feet to the gallon on average surfaces.

S-W GAS HOLDER PAINT

S-W Gas Holder Paint is used by the largest gas and public service corporations with perfect satisfaction. It is especially constructed to withstand outdoor exposure and also sulphuric acid water which all gas tanks come in contact with daily.

Under ordinary conditions S-W Gas Holder Paint covers solid, one coat. In special cases where two coats are to be applied, at least two days should be allowed before recoating. This paint may be used as it comes from the package. If thinner is to be used, however, S-W Universal Thinner will be found very satisfactory.

S-W Gas Holder Paint is offered in one and five-gallon cans and barrels and is supplied in the colors shown below.

Silver Gray No. 68

Moss Green No. 98

Rich Red No. 26

S-W FLAT BLACK

A paint for producing a dull black, wrought iron finish on wood or metal. It is particularly suited for ornamental iron work, lighting fixtures, mouldings, etc. S-W Flat Black is easily applied, covers solid with one coat and has good covering capacity. It is prepared ready for the brush and is put up in quarter-pint, half-pint, pint, quart and gallon cans.

DIRECTIONS FOR USE

The surface to be painted must be absolutely clean and perfectly dry. Apply with a camel-hair or other soft brush. Lay on in smooth, even coats, not too heavy, and do not brush out too much, as continual brushing will make it dry streaked. Keep covered when not in use.

S-W GRAPHITE PIPE JOINT AND GASKET COMPOUND

A practical material for the purpose indicated as it makes a perfectly tight joint with less labor and cost than red lead or other materials, and in addition allows the various fittings on which it has been used to be uncoupled easily and without the loss or breakage characteristic of red lead, cement or rust set joints. Unlike red lead and similar materials, S-W Graphite Pipe-Joint and Gasket Compound does not become hard in the package. It is put up in one and five-pound cans; also in twelve-and-one-half and twenty-five-pound pails.

S-W PERFECT METHOD RED LEAD

S-W Perfect Method Red Lead is for plumbing, painting and general utility purposes requiring a material of this type.

This paste remains soft in the package for the longest possible time and does not get hard like so many other red lead pastes.

It is put up in one, five, twelve-and-one-half and twenty-five pound cans.

S-W EBONOL

Sherwin-Williams Ebonol is a heavy-bodied, lustrous-black paint for use on wood and metal surfaces and over all types of roofing materials. It can be used for many surfaces found in and around large industrial plants, public buildings, dwellings, garages, mines, oil refineries, etc., where a durable economical black paint is desired. Ebonol is very effective for underground pipes and structural iron work. Ebonol dries with a high gloss and forms a durable elastic coating that will effectively resist the action of weather, dampness, acid and alkalis.

A partial list of surfaces is given below on which Ebonol has been actually used with good results:

Boilers
Boiler and pipe sheet metal
Cement swimming pools
Coal bunkers in steamers
Coating the wearing streaks on car floats
Dipping rough castings
Fire escapes
Foundation walls
Galvanized iron roofs
Galvanized and wooden culverts
Grain elevators
Greenhouse benches
Gutters
Ice cans
Iron fences
Iron gratings
Metal parts on steam shovels
Metal tanks
Mine tipples
Ore buckets and cars
Steel poles
Rough timber and construction work

COVERING CAPACITY

The covering capacity of Ebonol on metal is from 400 to 450 square feet per gallon, one coat, on the average surface. Covering capacity on composition surface is from 200 to 275 square feet, one coat, on the average surface; and 275 to 350 square feet on wood.

DIRECTIONS FOR USE

Apply at package consistency. If too cold and heavy for use, first warm Ebonol by putting the can in hot water. Do not expose to open flame. Do not mix with other paints. Ebonol Reducer or benzol should be used to thin Ebonol. Do not use turpentine or petroleum thinner.

S-W EBONOL REDUCER

S-W Ebonol Reducer is furnished for use in thinning Ebonol. It also causes Ebonol to set more quickly.

Supplied in one and five-gallon cans and barrels.

S-W QUICK DRYING EBONOL

Quick Drying Ebonol is S-W Ebonol that has been thinned to hasten drying. It will set within 2 or 3 hours to form a durable and elastic film on metal, lath and lumber; also on structural steel that is to be encased in concrete and castings. This material is excellent for use as a barrel or steel drum paint and is being used extensively for this purpose. Many contractors use S-W Quick Drying Ebonol on their heavy equipment as a protection from the destructive effects of the weather. S-W Quick Drying Ebonol is a splendid water-proofing material to use on the outside of foundation walls or on the inside of concrete reservoirs and settling tanks. This material is very popular with manufacturers of metal lath and lumber, building contractors, steel plants and water-works.

S-W Quick Drying Ebonol is put up in one and five-gallon cans and barrels.

DIRECTIONS FOR USE

Should it be necessary to thin this product use S-W Ebonol Reducer or benzol. Not more than 10% reduction is recommended.

When painting barrels or drums with S-W Quick Drying Ebonol do not apply to the heads where stenciling is necessary.

S-W LIQUID ROOF CEMENT

S-W Liquid Roof Cement is a combination of refined coal-tar pitch and long asbestos fibre of a liquid consistency which permits of application with a large roofing brush. Liquid Roof Cement is recommended for all kinds of badly worn and leaky roofings, such as corrugated iron, tin, galvanized iron, shingle, composition, slag and gravel. *It will stop leaks.*

This material is being used for repair work by factories, mills, mines, railroads and public institutions and buildings.

S-W Liquid Roof Cement is weatherproof and resists acids, alkalis and gases. After application it becomes plastic, filling up any holes and acts as a waterproof coating to the surface on which it is used. It does not crack, chip or dry out, but remains elastic under variable weather conditions.

S-W Liquid Roof Cement is furnished in red, green and black and is put up in one and five-gallon cans, half-barrels and barrels.

COVERING CAPACITY AND DIRECTIONS

When applied uniformly to a thickness of $\frac{1}{32}$-inch Liquid Roof Cement will give best results. The quantity required will depend upon the age and porosity of the surface. The approximate covering capacities of Liquid Roof Cement have been estimated to be:

On metal or non-absorbent surfaces, 1 to 1½ gallons per 100 square feet.

On old composition or felt surfaces, 1½ to 2 gallons per 100 square feet.

On gravel or slag surfaces, 2 to 2½ gallons per 100 square feet.

If material is too heavy for proper application, thin by warming. Do not expose to open flame.

S-W ELASTIC ROOF CEMENT

S-W Elastic Roof Cement is recommended for repairing cracked joints, nail holes and defective places on slate, tin, iron, composition and tile roofs. Also for laying and bedding slate and tile roofs, flashing around chimneys, boiler settings, skylights and dormer windows, repairing coping stones, gutters, stone, woodwork, etc.

Elastic Roof Cement is a most effective waterproofing compound for the outside treatment of foundation walls.

It is a combination of thoroughly refined coal-tar pitch, pine tar, and long asbestos fibre. It remains elastic, will not run in warm weather, and is durable.

This product is offered in red, green and black and is put up in 1, 5, 25 lb. cans, 50 and 100 lb. pails, also half-barrels and barrels.

DIRECTIONS FOR USE

One hundred pounds of Elastic Roof Cement will cover approximately 250 square feet of smooth surface with a coating $\frac{1}{16}$-inch in thickness.

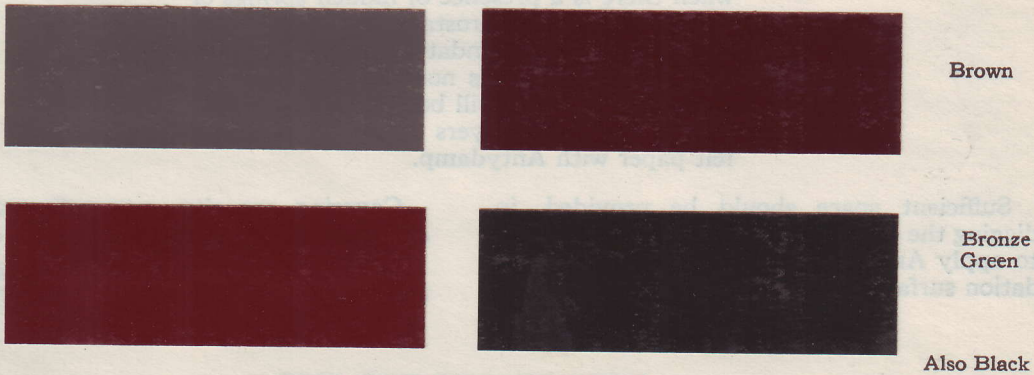
This material is prepared ready for use. Apply with a trowel. When part of the material is left over, cover with a little water or oil to prevent hardening in the package. Care should be exercised in use adjacent to wooden surfaces that have been painted, or are to be painted, as subsequent painting with oil paints will not give proper results if applied over a surface that has been treated with roof cement.

S-W STRUCTURAL PAINT

S-W Structural Paint is a utility paint for use on barns, fences, roofs, bridges and other structures of metal and rough lumber.

In the process of manufacturing paint products on a large scale there is always more or less salvage paint due to over grinds, damaged containers, etc. This material is used in the manufacture of S-W Structural Paint and containing as it does even our highest grade products, the user is assured of greater paint value at economical prices than is possible with other paints.

S-W Structural Paint has a covering capacity of approximately 300 square feet, two coats, per gallon, on a smooth surface. It is put up in half-gallon and gallon pails, five gallon cans and barrels and is supplied in the following colors:—



DIRECTIONS FOR USE

The surface should be perfectly dry and free from grease, etc. Do not paint over green or sappy lumber, and on old work always remove all loose paint with a scraper or steel brush if best possible results are desired.

Stir thoroughly from the bottom of the can. Brush out well, and spread evenly. If too thick or heavy in consistency, reduce with Pure Raw Linseed Oil only.

S-W ANTYDAMP FOUNDATION DAMP-PROOFING

Sherwin-Williams Antydamp is a very heavy black paint of asphalt type, which is applied to the exterior of concrete and masonry foundations below ground level to damp-proof basement walls. For ordinary *damp-proofing* two coats should be applied. In very cold weather it may be necessary to warm slightly before applying, but under average weather conditions it is applied cold in its original consistency. When necessary to warm, place in pail of hot water and not on the fire. It remains in elastic condition indefinitely.

S-W Antydamp may also be used for water-proofing of exterior foundations where there is a continuous presence of water in the ground about the foundation. In this class of work several coats of Antydamp are alternated with layers of water-proofing felt. This system of water-proofing is known as the "membrane system" and is much more effective than the "integral system of water-proofing," where a paste or powder is mixed with cement when poured for foundations.

The advantage of the "membrane system" of water-proofing is the even distribution of the impervious protective membrane and the complete insulation of the foundation. The integral method often leaves so-called "loop-holes," which permit water to seep through. Another drawback of the integral method, according to tests conducted by the Civil Engineering Department of the University of Illinois, is that the use of a water-proofing powder or paste in mixing concrete results in a loss of tensile strength from 13 per cent to 29 per cent. This represents the loss of bonding qualities of the cement due to the addition of the water-proofing powder or paste.

Remember that for ordinary foundation damp-proofing in well drained soil, two coats of Antydamp will give splendid results, but when there is a presence of hidden springs or marshy land, or hydrostatic pressure in any form around the foundation, the use of two coats of Antydamp is not sufficient. Under these conditions, it will be necessary to alternate at least two layers of cheap burlap or felt paper with Antydamp.

Sufficient space should be provided, in digging the excavations, for men to have room to apply Antydamp to all parts of the foundation surface.

Covering capacity—one gallon will cover approximately 40 square feet, two coats.

S-W Antydamp is put up in one-gallon and five-gallon cans, and in wooden barrels.

DIRECTIONS FOR USE

The exterior of all foundation walls below grade, prior to any back filling, should be damp-proofed by the application of two full coats of Sherwin-Williams Antydamp Foundation Damp-Proofing in the consistency supplied in the package. Twenty-four hours should be allowed for drying between the first and second coats, and at least 24 hours should be permitted to elapse after the second coat has been applied, before back filling. This damp-proofing material should be applied with a three or four-knot roofing brush.

S-W GAS ENGINE ENAMEL

Sherwin-Williams Gas Engine Enamel is made for finishing all types of gas engines, including marine engines, automobile engines, farm engines, also hydraulic pumps, agricultural implements and other machinery.

If the surface has been properly prepared and the enamel carefully applied, it will protect the metal from rust and corrosion for the greatest possible time without blistering, scaling or losing its gloss. Gas Engine Enamel is made to withstand vibration of engines and machinery, the intense heat which is generated, and the lubricating oils and gasoline with which the finish may come in contact. If all types of equipment are kept painted and the finish not allowed to deteriorate, many repair bills—and in some cases the cost of new machinery—will be saved.

Sherwin-Williams Gas Engine Enamel is put up in half-pint, pint, quart and gallon cans. The samples on the following page show the colors in which this product is offered.

DIRECTIONS FOR USE

See that the surface is free from dirt and grease. To clean surface properly, use a scrubbing brush saturated with gasoline, so that every corner can be cleaned. The surface should be sanded with No. 1 or 0 sandpaper and thoroughly dusted before the enamel is applied. Be sure that the enamel is thoroughly stirred and all pigment is thoroughly mixed with the liquid. Apply the enamel evenly and not too heavily, using a soft bristle varnish brush.

S-W Gas Engine Enamel is prepared ready for use, but if for any reason it is found desirable to thin the enamel, use nothing but pure turpentine.

It may be desirable in some cases to apply a primer and filler on rough castings before the application of Gas Engine Enamel. For information on this see S-W Machine Paints and Filler.

S-W WAGON AND IMPLEMENT PAINT

This is an excellent paint for refinishing all types of wagons, trucks, trailers, tractors, gas engines, pumps and plantation and farm implements. It is easy to apply, covers well, is durable and dries with a full varnish gloss. It will be found very useful for touch up jobs and makes a splendid utility paint for plant maintenance work.

S-W Wagon and Implement Paint is supplied in pint, quart, half-gallon and gallon cans. The samples on following page show the bright permanent colors furnished in this line.

DIRECTIONS FOR USE

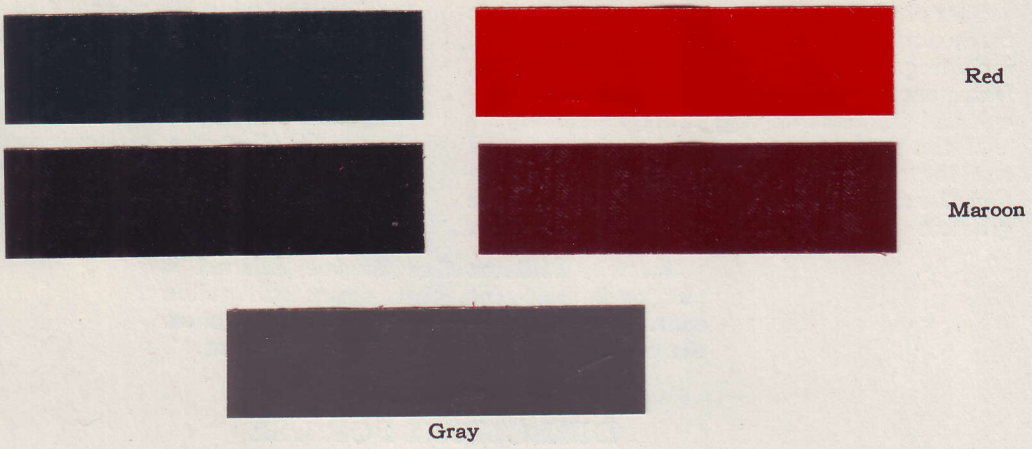
The surface to be painted should be clean, thoroughly dry and free from grease, oil or loose paint. Stir the paint carefully from the bottom of the can and apply with a soft bristle brush.

New Unpainted Wood—First or Priming Coat—Thin with one quart raw linseed oil and one pint turpentine to the gallon of paint. *Second Coat*—Use Wagon and Implement Paint just as it comes from the package. Where desired, one pint of raw linseed oil may be added to the gallon.

Old Wood—Touch up all bare or worn spots as directed for first coat on new work and let dry before applying the next coat. *Second Coat*—As directed for new work.

S-W GAS ENGINE ENAMEL

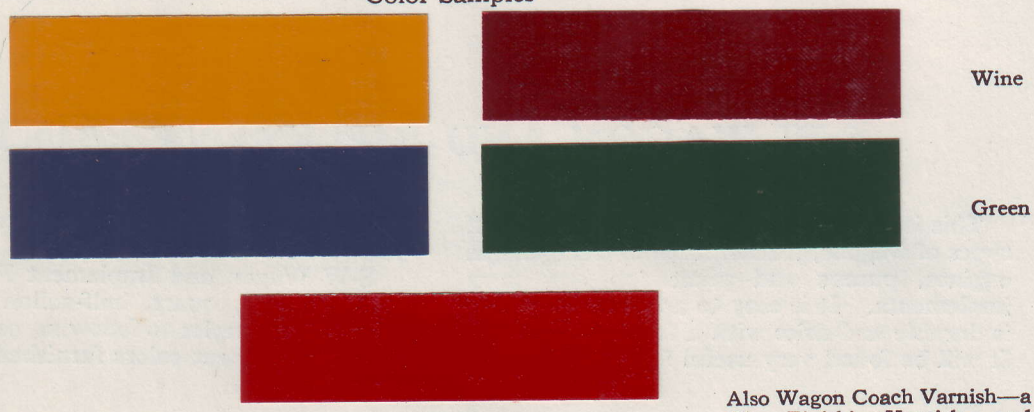
Color Samples



Also Black and Clear

S-W WAGON AND IMPLEMENT PAINT

Color Samples



Also Wagon Coach Varnish—a Clear Finishing Varnish — and Black

S-W SCREEN ENAMEL

S-W Screen Enamel is recommended for renewing window, door and porch screens and to prevent them from rusting. It does not close up the mesh of the screen and dries with a hard gloss that makes it easy to keep the screens free from dust and dirt. Furnished in black and green. Put up in half-pint, pint, quart, half-gallon and gallon cans.

S-W POLISHES, CLEANERS AND WAXES

S-W BRAS-BRITE

Sherwin-Williams Bras-Brite is a liquid preparation, for cleaning and polishing brass, nickel and other metals. It is a *cream polish,* second to none on the market.

S-W Bras-Brite goes farther and polishes more quickly than many other metal polishes, and does not have an offensive odor.

S-W Bras-Brite is used extensively by hotels, banks, clubs, office buildings, large apartment buildings, railway and steamship lines, industrial plants, government buildings, in fact by industries and organizations of all kinds.

Here are five good reasons for using Sherwin-Williams Bras-Brite:

1. It requires but little rubbing.
2. It will not harden in the package.
3. It will keep in perfect condition in any climate.
4. It is not necessary to keep shaking the package in order to keep the polishing agent in suspension.
5. It is non-explosive and can be used practically anywhere with perfect safety.

S-W Bras-Brite is put up in half-pint, pint, quart, half-gallon and gallon screw top cans.

S-W POLISH-OL

Polish-Ol is a high grade liquid polish for use on furniture, desks, floors, woodwork, etc., in fact any kind of painted or varnished surfaces. Polish-ol has no objectionable odor and is very easy to use. It will not counter-check or harm the highest class finish in any way.

It is ideal as an automobile body polish.

S-W Polish-Ol is furnished in four and twelve ounce bottles and one-gallon jugs.

S-W FLAXOAP

Sherwin-Williams Flaxoap is a superior quality linseed oil soap for washing automobiles, windows, mirrors, furniture, linoleum, tile, marble, porcelain and all kinds of painted, varnished and enamelled woodwork and floors.

It is guaranteed to contain no animal fats or mineral oils and is practically free from caustic alkali or any other ingredient which might be injurious to highly varnished or finished surfaces.

Since linseed oil is the body of high grade paints and varnishes, it is but natural that a soap made from pure linseed oil should give best results for cleaning surfaces of such material.

Flaxoap contains the three necessary properties for best results.

First: Flaxoap washes a surface clean—it removes all dirt.

Second: Flaxoap does not injure the finish because it does not contain any ingredients to injure the most delicate finish. Instead of destroying the high polish it rather renews the finish.

Third: Flaxoap goes much farther than the average linseed oil soap because it is lower in moisture and does not dissolve so quickly. Flaxoap positively will not chap or injure the hands.

DIRECTIONS FOR USE

Put a small quantity of Flaxoap in a cloth bag and suspend it by a cord in the pail of washing water. Sufficient Flaxoap will exude through the cloth to form good suds. Use as you would ordinary soap suds on the surface to be cleaned. Apply with a sponge or soft cloth.

Rinse thoroughly with plenty of clear water and rub dry with a clean soft rag or a chamois. A little extra "elbow grease" will lend extra new life to the old finish.

In using Flaxoap "loose" add boiling water to insure absolute dissolution and temper later with cold water. Excellent suds will result from a mixture of two tablespoonsful of Flaxoap to the pail of water.

When washing painted walls be sure to begin the job at the bottom even though when washing above the dirty water will run down over the clean portion. Streaks that cannot be removed result when the excess water runs down over a dirty surface.

S-W FLOOR-WIPE

S-W Floor-Wipe is recommended for cleaning and renewing the finish of waxed and varnished floors and woodwork, also linoleum. These surfaces will be found much easier to keep dusted and clean if Floor-Wipe is used on the dust cloth. The old-time feather duster, that merely re-distributed the dust and dirt, is a thing of the past. A cloth dampened with Floor-Wipe will remove all dust and dirt and if the surface is then wiped with a dry cloth the original finish will be restored and polished.

Put up in pint, quart, half-gallon and gallon cans.

Floor-Wipe is invaluable for general upkeep work in hospitals, hotels, public buildings, clubs and department stores, where freedom from dust is so essential.

DIRECTIONS FOR USE

Simply dampen a cloth with the material and wipe the surface thoroughly, following with a dry cloth. A varnished surface, while apparently clean, usually has a thin film of dirt on the surface and with ordinary cleaning the dust only is removed, the film of dirt being unaffected. By using Floor-Wipe this film can be entirely removed, and the original lustre of the floor restored.

S-W PREPARED WAX

S-W Prepared Wax is used for producing a waxed finish over varnished or shellacked surfaces. This wax preserves and brings out the beauty of the finish. It is unexcelled for use on floors, woodwork, furniture, etc. S-W Prepared Wax takes a high polish, wears well and does not show scratches or heel marks. It can be used on both old and new surfaces; producing a fresh and clean appearance. S-W Prepared Wax has no objectionable odor.

This material is furnished in half-pound, pound and five-pound cans.

DIRECTIONS FOR USE

Apply S-W Prepared Wax to the surface with a cloth, rubbing out well in order to produce a thin even coat and to take up any surplus wax. Polish well with a dry cloth or weighted brush and after two hours a second coat may be applied in the same manner. For final polishing use a piece of carpet under a weighted polishing brush. One pound of S-W Prepared Wax is sufficient for about 125 square feet, one coat.

Keep well covered when not in use.

If the wax should become hard in the package, simply add a small quantity of turpentine. This will bring the wax back to the proper consistency.

S-W DANCING FLOOR WAX

Powdered

An excellent preparation for waxing ballroom floors. Put up in half-pound and one-pound sprinkler top cans, which makes application easy.

S-W Dancing Floor Wax is used by the largest hotels, dancing academies, amusement parks, etc.

S-W HIGH POLISH FLUID WAX

A liquid wax for finishing woodwork, floors, furniture, etc. The use of our Fluid Wax is a great time and labor-saver, and produces dependable results. This material can be applied with a brush, levels out smoothly and covers a great area of surface per gallon.

Supplied in half-pint, pint, quart, half-gallon and gallon cans.

DIRECTIONS FOR USE

Should be applied with a brush or soft cloth over a few square feet of surface, then polished with a soft cloth, preferably flannel. Should an apparent separation of wax from the liquid take place, resulting from exposure to the extreme cold, warm slightly. This will quickly effect a perfect combination of wax and liquid.

SHERWIN-WILLIAMS DISINFECTANTS

S-W PHENOLENE

Phenolene is a high quality disinfectant for use in factories, office buildings, railway stations, hotels, state and county institutions, schools, etc., at the rate of 1 part to 100 parts of water.

Phenolene is a mixture of tar acid oils and rosin soap. It readily forms with water a permanent milky-white emulsion. Phenolene does not contain free oil, but emulsifies completely with water.

Phenolene has a carbolic acid or phenol coefficient ranging from 5 to 6 by the Hygienic Laboratory method. The approximate composition of Phenolene is as follows:

Coal-tar hydrocarbons	56 per cent
Tar acids	14 per cent
Anhydrous rosin soap	22 per cent
Water, not over	8 per cent
Total	100 per cent

Phenolene is furnished in quart, one and five-gallon cans and drums.

S-W DISINFECTANT

S-W Disinfectant is a combination of tar acid oils and rosin soap and, like Phenolene, it forms a white emulsion when diluted with water. S-W Disinfectant, however, is not as powerful as Phenolene and was designed to meet the demand for a low-priced coal-tar disinfectant that would satisfactorily serve the needs of big users of disinfectants.

The carbolic acid or phenol coefficient of S-W Disinfectant will range from 2 to 3 by the Hygienic Laboratory method. The approximate composition of this product is as follows:

Coal-tar hydrocarbons	65 per cent
Tar acids	7 per cent
Anhydrous rosin soap	20 per cent
Water, not over	8 per cent
Total	100 per cent

For general disinfecting it should be diluted at the rate of 1 part to 50 parts of water.

S-W Disinfectant is supplied in drums only.

SHERWIN-WILLIAMS DISINFECTANTS

Continued

S-W OYLAPINE

S-W Oylapine is an especially prepared efficient disinfectant and antiseptic which, unlike many others, has a very agreeable odor. It is compounded of steam-distilled pine oil and is for use in theatres, public meeting places, dwellings, etc., where a disinfectant with a pleasant odor is necessary. S-W Oylapine has a phenol coefficient of approximately 3.

S-W Oylapine is furnished in one and five-gallon cans and drums.

S-W 50% CRESOL

S-W 50% Cresol Solution was designed to meet the specifications of the Bureau of Animal Industry of the United States Department of Agriculture for a "Permitted Disinfectant." It has been approved by the Bureau for use in the official disinfection of stock pens, cattle cars, stockyards and other places where livestock may run or is shipped interstate. The phenol coefficient of S-W 50% Cresol is 5.

Offered in one and five-gallon cans and drums.

S-W LIQUOR CRESOLIS COMPOSITUS, U. S. P.

S-W Liquor Cresolis Compositus, U. S. P. is a disinfectant made according to the specifications outlined in the United States Pharmacopoeia, the official book of formulas and methods for the manufacture of drugs. It is used principally in hospitals to make antiseptic solutions for washing wounds, sterilizing instruments, as well as a general disinfectant. The phenol coefficient of S-W Liquor Cresolis Compositus, U. S. P., is approximately 5.

Put up in quart, one and five-gallon cans and drums.

S-W OPEX INDUSTRIAL LACQUER FINISHES

The Sherwin-Williams Company has spent much time and thought on the development of its lacquer finishes. As far back as 1906 it started experiments with nitrocellulose finishes, and in 1911 put on the market for the first time a few finishes of a nitrocellulose nature for industrial use. Experimentation and study continued, however, and in 1924 our complete line of lacquers was offered to the trade.

Throughout this development we have kept in mind the various problems of the manufacturer, always with the thought of furnishing a material that would better the product on which it was applied, and at the same time simplify the process in the plant. Laboratory experiments, special research work on the part of our experts, actual practical tests, and the experience of manufacturers themselves who have been using **OPEX** with excellent results prevent our making any false claims for our material, and we offer **OPEX** to the trade, knowing that it will fulfill all the requirements of a strictly high class and first grade industrial finish.

The subject of undercoaters is one to which The Sherwin-Williams Company has given an extra amount of attention for several years. We have developed special materials for this purpose, and our knowledge and experience has been especially valuable in this lacquer development work, where undercoaters are of such prime importance. We have the proper undercoaters for the lacquer finish, specially manufactured by us for the purpose, and bearing the stamp of our experience and approval.

THE MATERIAL

Technically speaking, Sherwin-Williams **OPEX** Lacquer is a solution of solids in solvents which evaporate so rapidly as to render necessary the use of a spray gun in application. Dipping is also possible, where the article is small and can be handled quickly. Cellulose, obtained from the cotton plant fibre, is nitrated by treating the cotton in a mixture of acids for a proper length of time. This nitrocellulose, as it is called, is then dissolved in the proper solvents, and the addition of softeners and plasticisers to increase the toughness of the material gives a clear lacquer. The addition of a pigment gives color or shade to the material, which is then called a lacquer enamel. Lacquer finishes are frequently known to the trade as pyroxylin or nitrocellulose finishes.

USES

OPEX lacquers are suitable for either wood or metal surfaces. The lacquer finish is distinctly a quality proposition that definitely brings about a lower finishing cost per piece of merchandise. It air dries in from ten to fifteen minutes, and is ready for recoating or handling in less than an hour's time. Its durability recommends its use on all types of surfaces.

Continued on following page

S-W OPEX INDUSTRIAL LACQUER FINISHES

Color Samples

Ivory No. 9			Flesh No. 15
Medium Ivory No. 49			Baby Pink No. 16
Lemon Yellow No. 11			Vermilion No. 17
Orange No. 12			Scarlet No. 19
Deep Orange No. 13			Crimson No. 18
Golden Brown No. 14			Red Mahogany No. 20
Medium Brown No. 2			Brown Mahogany No. 21

S-W OPEX INDUSTRIAL LACQUER FINISHES

Color Samples

Pearl Gray No. 22			White No. 5
Armor Gray No. 23			Light Green No. 29
Slate Gray No. 24			Forest Green No. 30
Baby Blue No. 25			Olive Green No. 31
Medium Blue No. 26			Cactus Green No. 32
Regal Blue No. 27			Brewster Green No. 8
Navy Blue No. 28			Black No. 33

Continued on following page

S-W OPEX INDUSTRIAL LACQUER FINISHES

Continued

ADVANTAGES

The OPEX finish is both wear and weather resisting, and is attractive at the same time. Hard and tough, it will not crack, scratch or peel, but actually becomes more lustrous with age. Acids or alkalis, or extremes of temperature, do not spot or harm the surface.

The fact that OPEX does not easily mar will appeal to your customers, who are always pleased by an attractive finish that is easily cared for and preserved. Lacquer finish has been estimated to be three times as durable as other types. Thus it offers you the unique opportunity of giving your customers more for the money at less actual manufacturing cost to yourself.

Lacquer finish is a revolutionary time-saving system that will speed up your entire finishing production, and it is of course true that time saved is money saved. Speed in application, gained through either the rapid spray-gun or dipping methods, results in lower labor costs; speed in drying cuts down the necessary floor space required. The consequent increase in the turnover of the Finishing Department thus brings about a highly desirable saving of inventory of goods in process.

COLORS AND SHADES

The range of colors in which OPEX is regularly manufactured is shown here, thus enabling the manufacturer to get, promptly, almost any color he may want, and insuring him of absolutely standard shades. These colors may, however, be mixed to form special shades, and where consumption warrants, The Sherwin-Williams Company will manufacture special colors.

The colors are vivid and permanent. They can be furnished in gloss, semi-gloss, or dull finish.

APPLICATION

To insure satisfactory results with the OPEX Lacquer Finish, care must be taken to apply it properly. There are, however, so many special conditions in industrial finishing that in order that our customers get the best service, we ask them to get in touch with our nearest office, where their particular problem will be given personal attention through one of our lacquer specialists.

S-W LUSTRAL ENAMELS

"A" QUALITY

"A" Quality Sherwin-Williams Lustral Enamels are especially adapted for finishing machinery, engines, express wagons, sleds, toys of every description, and certain grades of farm implements that are not finished with paste colors and varnish. "A" Quality S-W Lustral Enamels can be used on wood or metal, are finely ground and free working, and on account of their excellent body will cover thoroughly one coat over any fair surface, will dry to handle in six to eight hours, and hard in 18 to 24 hours with a rich gloss which does not mar easily.

"A" Quality S-W Lustral Enamels can also be baked. They will bake satisfactorily at 160 to 180 degrees for two hours.

Continued on following page

Additional color samples on next page

S-W LUSTRAL ENAMELS

Continued

"A" QUALITY

Where "A" Quality S-W Lustral Enamels are too heavy in body for certain uses they may be reduced with V M P Naphtha of 53° to 55° Baume, or S-W Universal Thinner or S-W Reducer No. 74 may be used with satisfaction. These enamels are supplied in brushing consistency, but should be reduced 20 per cent for dipping or spraying, with V M P Naphtha, S-W Universal Thinner or S-W Reducer No. 74.

They are put up in one and five-gallon cans, half-barrels and barrels. The shades shown here are made regularly and carried in stock. Special shades will only be made to order when the quantity warrants special grinding.

Regularly put up in twenty-seven colors and black as well as Ivory Undercoater.

Note: Where "A" Quality S-W Lustral Enamel Ivory is used, we recommend our Ivory Undercoater for the first coat in order that solid covering may be assured.

S-W LUSTRAL ENAMELS

"B" QUALITY

The "B" Quality Lustral Enamels are supplied in the exact shades of the "A" Quality, with which they differ only in that they are a little cheaper in quality. They are general purpose enamels, but it cannot be expected that they will withstand exposure as well as the "A" Quality.

"B" Quality S-W Lustral Enamels are supplied in a brushing consistency, but should be reduced 20 per cent for spraying or dipping, using either V M P Naphtha 53° to 55° Baume, S-W Universal Thinner or S-W Reducer No. 74. They air dry to handle in from 5 to 6 hours and hard overnight with a good gloss. Where they are used for baking they should be held at 160° F. for 1½ hours.

"B" Quality S-W Lustral Enamels will cover solid one coat with the exception of the Ivory. For this shade we recommend a priming coat of Ivory Undercoater.

S-W METER ENAMEL

S-W Meter Enamel is a full bodied material that covers solid one coat over bright tin and iron meter boxes. It dries over night with a high gloss and produces an elastic film that does not chip or flake easily when the boxes are handled roughly.

S-W Meter Enamel is furnished in red (color sample on next page) and black and is put up in one and five-gallon cans and barrels.

Where meter boxes are to be coated with a lacquer finish, we recommend the use of S-W Opex Enamel. For complete information see page 75.

S-W LUSTRAL ENAMELS

Continued

French Gray

Vermilion

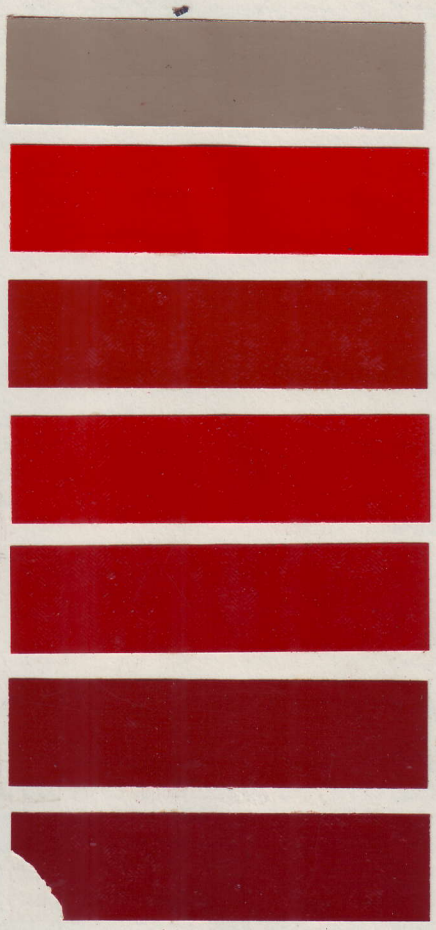
Light Maroon

Tartar Red, L

Tartar Red, D

Medium Maroon

Dark Maroon



Ivory Undercoater

Light Olive Green

Dark Olive Green

Olive Green No. 16

Light Green

Medium Green

Dark Green

Also Black

S-W METER ENAMEL

Discription on page 80

Also supplied in Black

S-W BLACK BAKING JAPANS

A WORD ON BAKING TIME AND TEMPERATURE

Most of the following products are high heat baking japans, and should be baked for a period of 30 minutes at a temperature of 425 degrees Fahrenheit. You will understand that it will take some time, perhaps 30 to 40 minutes, to obtain this degree of heat in the oven and such a recommendation would mean that after a heat of 425 degrees F. was reached, the parts to be baked would be held in the oven at that temperature for 30 minutes. In plants where it is impossible to get 425 degrees of heat and only 375 degrees can be obtained, the length of the bake should be increased to one and one-half hours, that is, after the heat of 375 degrees is reached, the product to be baked is held in the oven at that temperature for one and one-half hours.

FIRST COAT RUBBER FINISH No. 84

This is a pigment first coater. For dipping it should be reduced 33⅓ per cent with S-W Reducer No. 74, or with naphtha, giving it a Baume reading of approximately 30 degrees on a light liquid hydrometer. The original consistency as filled in the package is 23 degrees. Baking time and temperature 30 minutes at 425 degrees F., or 1½ hours at 375 degrees F. A better finish is produced when baked at the higher degree of heat for the shorter time.

HIGH GRADE FENDER JAPAN FINISH No. 604

This is the finest quality high heat baking japan for use on automobile fenders and other high grade work, such as sewing machines, adding machines, typewriters, etc., where a long flow is required. It is filled in the package at a consistency of 19 or 20 degrees Baume light liquid hydrometer. For dipping, it should be reduced approximately 33⅓ per cent with S-W Reducer No. 74, which will give it a light liquid Baume reading of 26 or 27 degrees. For best results the japan in the dipping tank should be kept as nearly to the temperature of 75 degrees F. as is possible. This japan should be baked at a temperature of 425 degrees F. for 30 minutes, or at 375 degrees F. for 1½ hours if the higher degree of heat is not attainable. The results obtained will depend upon the care exercised in cleaning the work and in keeping clean both the japan in the dipping tank and the room where the dipping and draining is done. The usual practice for finishing fenders or other high grade work is to apply a good pigment first coater following it with one, two, or even three coats of japan, rubbing between each coat of japan with pumice stone and water.

S-W BLACK BAKING JAPANS

(*Continued*)

BLACK BAKING JAPAN No. 34

This material is of a very excellent quality designed for high class work, where it is not subjected to a long flow, but does not possess quite as good levelling qualities as No. 604. It can be used on automobile tool boxes, high grade hardware specialties, registers, locks, etc. For dipping it should be reduced 33⅓ per cent with S-W Reducer No. 74 or naphtha, giving it a Baume reading of 30 to 31 degrees on a light liquid hydrometer. The original consistency is approximately 25 degrees. Baking time and temperature—30 minutes at 425 degrees F., or 1½ hours at 375 degrees F., although the first recommendation is preferred where that degree of heat can be attained.

BLACK BAKING JAPAN No. 35

A medium grade, short flow, japan, to take care of the demand for a product more reasonable in price than Black Baking Japan No. 34. It can be recommended for the same class of materials as recommended for that product. For dipping it should be reduced 33⅓ per cent with S-W Reducer No. 74 or naphtha, giving it a Baume reading of 31 or 32 degrees, the original Baume being approximately 25 degrees. Baking time and temperature, 30 minutes at 425 degrees F. or 2 hours at 350 degrees F. A better finish is produced when baked at the higher degree of heat for the shorter time.

BLACK BAKING JAPAN No. 87

This Black Baking Japan is especially designed for work on open springs, stove parts, castings, locks and small hardware, but should not be recommended for use on large flat surfaces. It will stand a reduction of 50 to 100 per cent, or more, for dipping, depending on the article to be finished. The consistency as furnished in the package is approximately 27 degrees Baume. Bake 30 minutes at 425 degrees F. or two hours at 350 degrees F.

LOW HEAT BLACK BAKING JAPAN No. 55

Recommended where there is a demand for a low heat Black Baking Japan that will bake at a minimum temperature of 300 degrees. This material is filled in the package at a Baume of 24 to 25 degrees and should be reduced for dipping 25 to 50 per cent, with S-W Reducer No. 74 or naphtha, depending upon the finish desired and the article to be finished. It should be baked for 3 hours at a temperature of 300 degrees F.

S-W Black Baking Japans are supplied in five gallon cans, barrels and drums.

S-W BLACK AIR DRYING JAPAN

BLACK AIR DRYING JAPAN No. 5

This is a fairly heavy bodied material, suitable for rough castings, boilers, iron fences, fire escapes, sheet iron work, etc. For brush work, it should be reduced approximately 10 per cent with naphtha, and for dipping 33⅓ per cent. It has good acid resisting qualities and dries with a high gloss. It will dry dust free in 30 to 45 minutes and hard in 4 to 5 hours.

Put up in one and five gallon cans, barrels and drums.

CLIMAX BLACK AIR DRYING JAPAN

Same general uses as No. 5 Air Drying Japan. Sets up in 30 to 40 minutes and dries hard in 8 to 10 hours. It is practically semi-gloss, very tenacious and elastic, and possesses excellent alkali and acid resisting qualities.

This is a medium bodied japan and no reduction is necessary for either brushing or dipping.

Offered in one and five-gallon cans, barrels and drums.

S-W AIR DRYING ASPHALTUMS

FINEST TURPENTINE ASPHALTUM

This product is made from finest black asphaltum, linseed oil and turpentine. It is absolutely the best asphaltum that can be produced. S-W Finest Turpentine Asphaltum has good body and is ready for use (for brush work) as it comes from the package.

No. 1 ASPHALTUM

S-W No. 1 Asphaltum is suitable for rough castings, sheet iron work, under fenders, chassis, etc. It dries dust-free in fifteen to twenty minutes and can be handled in two to three hours. S-W No. 1 Asphaltum is ready for use (for brush work) as it comes in the package. It can be thinned with turpentine or benzine.

"B" ASPHALTUM

A quick drying black asphaltum, sold at a popular price, yet offering exceptionally good value. S-W "B" Asphaltum works easily, covers well and possesses exceptional alkali and acid-resisting qualities. It is ready for use (for brush work) as it comes in the package. It can be thinned with turpentine or benzine.

PACKAGES:

S-W Asphaltums are furnished in half-pint, pint, quart, half-gallon and gallon cans; also larger sized packages if desired.

S-W OXYDON FINISHES (BAKING)

Oxydon Finishes are made by grinding black such as carbon black in a good oil varnish or black baking japan to a very fine consistency. The quality of Oxydon Finishes therefore is governed by the quality of oil varnish or black baking japan used. To produce the highest grade elastic and most durable Oxydon Finishes, we use a high quality long oil black baking japan whereas the cheaper Oxydon Finishes are made with correspondingly cheaper black baking japans and naturally are more brittle than the better grades.

The following is only a partial list of articles now being finished with S-W Oxydon Finishes: Automobile accessories, lamps, horns, hardware specialties, telephones, meter boxes, toys, camera parts, buttons, gas and gasoline stoves, lanterns, novelties and numerous other metal articles of all kinds.

The baking time of these materials referred to as from 2 to 2½ hours at 300° F. means that the material should be baked for that length of time at the required heat; not that the material should be placed in a cold or warm oven and the baking time taken from then on. The heat should be allowed to advance gradually until it gets up to the required degree of 300 degrees and then allowed to remain at this heat from 2 to 2½ hours to obtain best results. Or, if necessary, the baking can be done at a lower heat by increasing the time or at a higher heat by decreasing the time. It must be remembered however that if the baking temperature is reduced without increasing the length of bake, the resultant finish will be one carrying a higher gloss than if it had been baked from 2 to 2½ hours at 300° F. Likewise if the baking time is reduced without increasing the baking temperature, the finish will lack the gloss that would be obtained if our recommendations had been followed.

OXYDON FINISH No. 80

(Semi-Gloss)

The highest quality of Oxydon Finish it is possible to make. It is dense black and stands a reduction of 12½ per cent for spraying or 25 per cent for dip work, with naphtha or S-W Reducer No. 74. Will bake from 2 to 2½ hours at 300° F. drying with a semi-gloss finish.

OXYDON FINISH No. 82

(Semi-Gloss)

A high grade Oxydon Finish not quite so dense a black as No. 80. When reduced 33⅓ per cent it bakes about the same as No. 80 does when reduced 25 per cent. Recommended where a material is desired that will stand more reduction than is possible with No. 80. It can be reduced 33⅓ per cent for spraying or 50 per cent for dip work with either naphtha or S-W Reducer No. 74. Will bake from 2 to 2½ hours at 300° F.

OXYDON FINISH No. 36

(High Gloss)

Highest quality ready-to-use Oxydon Finish. It should not be reduced for either brushing, spraying or dip work. Bakes in 2 to 2½ hours at 300 ° F. with a high gloss.

OXYDON FINISH No. 79

(Good Gloss)

This is a good grade Oxydon Finish that should be reduced 10 per cent for brushing, 33⅓ per cent for spraying and 50 per cent for dipping with either naphtha or S-W Reducer No. 74. Will bake in 2 hours at 250° F. with a gloss not quite so high as No. 36.

S-W OXYDON FINISHES (BAKING)

Continued

OXYDON FINISH No. 67

(Flat)

A good flat Oxydon Finish that can be reduced 75 to 100 per cent for spraying or dip work with either naphtha or S-W Reducer No. 74. It will bake in from 2 to 2½ hours at 300° F. with a flat finish.

OXYDON FINISH No. 92

(Fair Gloss)

A medium grade Oxydon Finish that can be reduced 66⅔ per cent for spraying or from 75 to 100 per cent for dip work with either naphtha or S-W Reducer No. 74. It will bake in from 2 to 2½ hours at 300° F. with a fair gloss.

OXYDON FINISH No. 42

(Egg-Shell Gloss)

A medium grade Oxydon Finish that can be reduced 75 per cent for spraying and up to 100 per cent for dip work with either naphtha or S-W Reducer No. 74. Will bake in 1¼ to 1½ hours at 300° F. with a good egg-shell gloss.

OXYDON FINISH No. 74

(Gun Metal Finish)

A high grade gun metal Oxydon Finish, made to represent the finish of blue steel used in the manufacture of guns and high grade instruments. This material is furnished in a ready-to-use consistency and should not be reduced for either spraying or dipping. If it appears too heavy for certain work, however, it can be reduced slightly with either naphtha or S-W Reducer No. 74. Will bake from 2 to 2½ hours at 300° F.

OXYDON FINISH FROSTINE

Oxydon Finish Frostine produces an effect similar to frosted glass. It is a clear varnish, the finish being obtained by causing the varnish to check in the process of drying when baked 1½ hours at a temperature of 225 to 250° F. in an open gas-flame oven. Satisfactory results cannot be obtained if the baking is done in an indirectly heated gas oven or in a steam or electric oven.

To obtain the best results, Oxydon Finish Frostine should be applied over a gloss or a finish like No. 82 when reduced about 66⅔ per cent or No. 80 when reduced 25 per cent.

Oxydon Finish Frostine can be brushed full body, or reduced 10 per cent with turpentine for dip work. For spraying it should be applied full body, but if slight reduction is necessary use pure turpentine.

S-W OXYDON FINISHES (AIR DRYING)

OXYDON FINISH No. 85

(*Egg-Shell*)

This is a high grade quality of Oxydon Finish, recommended for air drying only. It should be used full body for brushing, but for spraying it should be reduced about 25 per cent and for dipping about 33⅓ per cent with either naphtha or S-W Reducer No. 74. Air dries to handle in 6 hours and hard over night. Dries with a good egg-shell finish a little higher than No. 67.

OXYDON FINISH No. 79

(*Good Gloss*)

This Oxydon Finish is recommended for air drying as well as baking. (See Baking No. 79 for reductions). Will air dry to handle in 6 hours and hard over night.

OXYDON FINISH No. 92

(*Fair Gloss*)

This Oxydon Finish can be recommended for either air drying or baking. (See Baking No. 92 for reductions). Will air dry to handle in 6 hours and hard over night. The gloss is slightly less than No. 79.

PACKAGES:

Sherwin-Williams Oxydon Finishes are put up in one and five-gallon cans and barrels.

S-W PIANO, FURNITURE AND INTERIOR FINISHING VARNISHES

S-W FINEST RUBBING AND POLISHING

Our highest quality polishing varnish for best grade furniture and pianos. Heavy bodied, works easily under the brush, flows out evenly and represents the best polishing varnish we can manufacture. This material may be applied with an air-gun. This is the varnish we sell to the piano and phonograph cabinet manufacturers, among whom are some of the largest and best known factories in the United States. For furniture work we recommend re-coating in forty-eight-hours and rubbing in three to five days.

S-W QUICK RUBBING AND POLISHING

Our quickest and hardest drying rubbing varnish. Suitable for all furniture and cabinet finishing work. Dries dust free in two to three hours; to re-coat in twenty-four hours; to rub with pumice and water or oil in forty-eight hours; and to polish with rotten stone and oil in four to five days. Brushes freely; has excellent flowing qualities, pale in color and produces a deep, full finish on the work. Heavy bodied (60) but can be applied by either brush or spray without reduction.

S-W PALE PIANO POLISHING

Very similar to S-W Finest Rubbing and Polishing Varnish, except quicker drying. Dries dust free in two hours, and for furniture work can be re-coated in thirty-six hours and rubbed and polished in two to three days. Strictly high quality, and in addition to its other qualities, rubs easily. Designed more particularly where large volume of work is carried through on quick schedule, yet where the finest finish is demanded. If used in connection with dry kiln, allow to remain in kiln over night. Can be re-coated every twenty-four hours. The piano trade sprays a great deal of its work, and S-W Pale Piano Polishing Varnish meets this condition perfectly, especially when the varnish is heated in the usual way.

S-W DULL RUBBING

Especially recommended where dull rubbed work only is desired, such as on American walnut, Circassian walnut, mahogany, etc. Dries dust free in two hours—can be re-coated in thirty-six to forty-eight hours, and rubbed in two to three days. This varnish is so constructed as not to polish easily. Does not sweat out or gloss up as some so-called rubbing varnishes do.

S-W WHITE MAPLE POLISHING

Paler in color than our regular line of rubbing and polishing varnishes. For use where an extremely pale varnish is desired. Can be brushed or sprayed, and flows out evenly.

Dries dust free in three hours, to re-coat in forty-eight hours, to rub in three to five days.

S-W PIANO, FURNITURE AND INTERIOR FINISHING VARNISHES

Continued

S-W PALE DULL RUBBING

A good grade dull rubbing especially adapted for bedroom furniture and case goods. Sprays well, flows out evenly and with a good full finish on the work. Dries to re-coat in thirty-six to forty-eight hours and can be rubbed in four to five days.

S-W HEAVY RUBBING AND POLISHING

As the name indicates, a very heavy bodied polishing varnish (55). Especially designed for davenport and heavy rocker work—pale in color, easy working, and can be sprayed when used in connection with a heater. Dries to re-coat in two to three days, can be rubbed and polished in three to five days, showing up with an unusually heavy bodied deep, full finish. An ideal varnish where the surface demands a full coat that is to remain either in the gloss or rubbed; or rubbed and polished effect as desired. We call particular attention to its heavy body.

This product also supplied at 60 Body.

S-W HARD DRYING GLOSS VARNISH

A high grade gloss varnish of better quality than the average, adapted for medium priced furniture, chairs, rulers and novelties of all kinds. Dries sufficiently hard to be lightly rubbed, when desired.

GLOSS FINISHING VARNISHES

S-W MACHINERY FINISHING VARNISH

An easy working pale varnish which can be used over light colors. Dries hard in twenty-four hours with a full gloss; is tough, elastic, oil and water resisting.

S-W DIPPING FINISHING

Our most popular dipping coach for chairs and medium priced furniture, novelties, and all general small piece woodwork. Heavy bodied (60)—reduce 33⅓ per cent to 50 per cent with benzine for dipping. When so reduced dries hard over night. If second coat is to be applied, allow twenty-four hours between coats. This varnish is medijm pale in color, is practically waterproof, will not spot or scratch white easily.

S-W FINE CABINET FINISHING (BRUSHING)

A more elastic varnish than S-W Heavy Gloss Finishing Varnish and S-W Gloss Chair Finishing Varnish; dries a bit slower, and in point of flexibility and durability, better quality. Dries harder with better character and can be slightly rubbed if desired—also five points heavier in body than S-W Gloss Chair Finishing Varnish.

S-W HEAVY GLOSS FINISHING (DIPPING)

Similar to S-W Dipping Finishing Varnish in color, body reduction and drying— although longer in oil and therefore more elastic. If anything, dries a little slower than S-W Dipping Finishing Varnish.

S-W PIANO, FURNITURE AND INTERIOR FINISHING VARNISHES

Continued

GLOSS FINISHING VARNISHES

S-W GLOSS CHAIR FINISHING (BRUSHING) No. 59

Our popular brushing coach—possesses good qualities of S-W Dipping Finishing Varnish and S-W Heavy Gloss Finishing Varnish, but is somewhat lighter in body (70) and comes ready for brushing use. Dries to re-coat in twenty-four hours.

S-W PALE BRUSHING AND DIPPING VARNISH No. 92

A pale, heavy bodied varnish which dries somewhat harder and has better water resisting qualities than S-W Heavy Gloss Finishing Varnish and S-W Dipping Finishing Varnish, otherwise very similar.

S-W QUICK DIPPING FINISHING No. 30

For low priced furniture work of all kinds. Is pale in color, heavy in body, can be reduced 25-50 per cent with benzine. Dries over night. Will not spot white easily—not quite as elastic as S-W Dipping Finishing Varnish.

S-W TOYSPAR FINISHING No. 39

A popular finishing varnish for toys, sleds, kiddie cars, etc. Standard with large consumers. Elastic, durable and water-resisting; high gloss and heavy bodied. Can be reduced 20 to 50 per cent for dip work.

FIRST COATERS (CLEAR)

S-W MISSION-LAC

Light in body and medium in color, works very easily—dries with a shellac-like finish—will withstand washing with water. Is intended both as a finishing coat on surfaces stained in Mission effects, and also as a high grade quick drying First Coater. One coat on top of stain produces a finish similar to that obtained with a coat of shellac and a coat of furniture wax. Will not wash up, scour or bleed up any well-made stain, can be successfully dipped as well as brushed. Dries dust free in one hour, hard in twenty-four hours.

S-W HARD DRYING COATER No. 57

Elastic—dries to re-coat over night, but if possible allow twenty-four hours. Pale in color, seals perfectly and is elastic enough to be thoroughly safe under any high grade varnish.

S-W QUICK FIRST COATER No. 73

A quality low priced first coater—medium color—sands to re-coat easily over night. Seals well and holds out subsequent varnish coat.

S-W PIANO, FURNITURE AND INTERIOR FINISHING VARNISHES

Continued

FIRST COATERS (PIGMENT)

S-W No. 1 FLINT SURFACER

A pale, free-flowing, flat-drying pigment first-coater. Because of these characteristics, it works more easily and requires less sanding than any similar product on the market, thus showing greater economy in use. Possesses superior hardening qualities, pigment holds up well in suspension, showing little if any tendency to settle out. Designed for all kinds of wood, except maple. Work coated today ready to sand and re-coat tomorrow. Sufficiently heavy in body to stand some reduction for brushing.

S-W PALE FLOWING SURFACER No. 64

Possesses all good qualities of No. 1 Flint Surfacer, but is lighter in color and can therefore be used on all kinds of wood, including the lighter colors, such as white maple, etc. Work coated today ready to sand and re-coat tomorrow. This surfacer contains more pigment than No. 1 Flint Surfacer.

S-W QUICK SANDING SURFACER No. 40

As name indicates, is a first coater containing pigment ground very fine on a stone mill—not only seals up coat, but produces a full bodied finish when varnish has been applied over it. S-W Quick Sanding Surfacer is popular because it dries quickly and sands clean over night without gumming sandpaper. Light in color; pigment does not settle hard in packages. Comes ready for use if brushed. When used for dipping, should be reduced 25 to 50 per cent with benzine, the amount depending on the amount of surface to be dipped.

FIRST COATERS (SPIRIT)

S-W PREMIER-LAC (WHITE AND ORANGE)

Our highest grade Spirit Varnish. A perfect sealer and undercoater. If desired, it may be re-coated and used as a finish coat. It can be applied with brush or spray, full body; however, best results are obtained by reducing ten to fifteen per cent with Spirit Varnish Reducer, denatured alcohol (188 degree proof) or Benzol. It dries to sand in three hours, and can be rubbed in six to eight hours with pumice stone and water to obtain a dull rubbed finish or with pumice and oil to secure a rubbed effect with more sheen. The film is tough, hard, elastic, and has better water resisting qualities than shellac.

S-W MARVELAC (WHITE AND ORANGE)

A good grade Spirit Varnish having the necessary sealing qualities which especially recommend its use as an all-around undercoater. It can be applied with brush or spray full body; however, best results are obtained by reducing fifteen to twenty-five per cent with Spirit Varnish Reducer, denatured alcohol (188 degree proof) or Benzol. It dries to sand in three hours without gumming sandpaper. Has a tough film and better water resisting qualities than shellac.

S-W SPIRIT VARNISH REDUCER

Designed for use in Spirit Varnishes of all kinds. It has better solvent properties than alcohol. Using it will avoid roping, stringing, and curdling. The perfect Spirit Varnish reducer.

S-W PIANO, FURNITURE AND INTERIOR FINISHING VARNISHES

Continued

S-W VELVET FINISH

Especially designed for furniture of all kinds. Produces a tough, durable finish which this class of work demands. Dries with a rich, dull velvety sheen, giving the genuine dull rubbed effect without the cost and labor of rubbing. To be applied over a good quality gloss varnish, pure shellac or Perfectolac. Dries dust free in from two to three hours; hard over night, or can be oil rubbed if desired in from thirty-six to forty-eight hours. Intended for spray application at full body.

SPAR VARNISHES

S-W REXPAR

Meets Government airplane varnish specifications. Is absolutely water-resisting, extremely quick drying, gas proof, hot and cold, salt and soapy water-resisting. Recommended for general work where a spar varnish is desired and especially for boats, canoes, bulletin boards and exterior signs of all kinds. Can be used over all colors on engines and high grade machinery, trunks, doors, porch ceilings, washing machines, refrigerators, etc.

S-W WATER-RESISTING SPAR VARNISH

Where a medium priced spar varnish is desired we recommend S-W Water-resisting Spar to meet all the requirements demanded of a high grade durable water-resisting spar varnish.

MIXING VARNISHES

S-W PALE RUBBING AND MIXING

A pale, high grade rubbing and mixing varnish for automobile work. Can be used as a clear rubbing. Has good body, brushes easily, can be re-coated or rubbed in thirty-six to forty-eight hours. Will not thicken or liver up in zinc or lead colors.

S-W WHITEST ELASTIC MIXING

A mixing varnish for making white enamels of all kinds (enamels for coating tooth paste tubes, etc.). Will bake in six to eight hours at 150 to 160 degrees Fahrenheit. Has a high gloss, splendid water-resisting qualities, is very elastic, and will stand crimping and bending tests of all kinds.

S-W HIGH GLOSS MIXING

A pale high gloss varnish. Is heavy in body and mixes readily with japan or oil colors. Bakes in three to five hours at 150 to 175 degrees Fahrenheit. Is tough and elastic.

S-W WIRE CLOTH MIXING

Designed especially to be mixed with paste black for use on wire screen work of all kinds (door and window screen). Does not curdle when mixed with color, holds up well in dipping tank, is tough and durable. Will air dry over night, but is generally run through drying towers in common practice.

S-W BAKING AND TIN DECORATING VARNISHES

In addition to the Upkeep and Industrial Varnishes listed herein we can supply a complete line of Baking and Tin Decorating Varnishes. This line includes:

Extra Pale Enamel Baking (Exterior)

Metal Furniture Baking.

Whitest Enamel Baking.

Sign Finishing Varnish (Baking)

Sanitary Clear Baking Lacquer (Processing).

Gold Baking Lacquer (Processing).

Tin Can Baking Varnish.

Tobacco Can Finishing.

Adhesive Lacquer.

Write our General Varnish Sales Department at 601 Canal Rd., Cleveland, Ohio, for complete information on the above products.

S-W LITHOGRAPHERS VARNISHES AND PLATE OILS

Our list of products includes a complete line of Litho Varnishes and Plate Oils. We shall be pleased to send further information regarding these on request.

S-W AJAX INSULATING VARNISHES AND COMPOUNDS

Our Ajax Insulating Varnishes need no introduction to the trade, they have been in successful use by the largest electrical manufacturers in this and foreign countries for the past twenty years. We make a complete line meeting every need of the electrical industry which is completely described in a separate catalog. We are describing here only those generally used in upkeep and repair work.

The most satisfactory results will be secured by using the varnish which is best adapted for your particular requirements. The insulating properties of any insulating varnish are usually ample for all requirements, the most important differences being in the physical characteristics. A varnish may be elastic and flexible, hard and tough, plastic or semi-plastic, etc. These characteristics together with the oil resistance, water resistance, life under heat, etc., govern the suitability of a varnish for a particular purpose. Baking varnishes have a longer life than air drying varnishes. They are also more oil and water resisting. Clear varnishes are harder and tougher than black varnishes, also more oil resisting. They are more generally used on armatures. Black varnishes bake out better in deep coils and are more generally used on field and stator windings. The description of the physical characteristics of each varnish should make the selection of the proper varnish comparatively easy.

The varnish may be reduced (with benzine, except as otherwise noted) to give the desired thickness of coating. If two coats are applied the varnish should be reduced from 20 to 40% as required. If a baking varnish is used the coils should first be baked two or three hours to remove all moisture, then dipped while hot in the varnish and allowed to remain until all bubbling ceases. They should then be drained for about thirty minutes and baked for the length of time specified.

AJAX CLEAR QUICK ELASTIC BAKING VARNISH No. 14

A very strong, tough varnish which is oil, acid and water proof. Has highest dielectric strength, long life under heat and maximum binding and cementing properties. Intended for use where a strong, tough varnish is required, such as on hand-wound armatures, oil cooled transformers, form-wound armature and stator coils, etc.

The baking time on armatures, coils, etc., when applied at the proper specific gravity, for two-coat work, is from eight to ten hours at 100° C (212° F.). Thin with benzine.

This is the varnish which we generally recommend for use on industrial type motors where a clear varnish is required.

AJAX CLEAR AIR DRYING AND BAKING VARNISH No. 18

A quick drying varnish which is oil, acid and water proof. Has high dielectric strength and good binding and cementing properties. Intended for use where an extra quick baking varnish is required, or where baking facilities are not available.

The baking time when applied at the proper specific gravity for two-coat work, is from five to seven hours at 100° C (212° F.). Will air dry in from twelve to eighteen hours. Thin with benzine.

S-W AJAX INSULATING VARNISHES AND COMPOUNDS

Continued

AJAX BLACK PLASTIC BAKING VARNISH No. 21

A black varnish which dries with a soft plastic film. Is acid proof and water proof, but only fairly resistant to oils. Has highest dielectric strength, and maximum life under heat. Intended for use on field and stator coils, assembled stators and large armatures. Not suitable for use on small high-speed hand-wound armatures.

The baking time on coils, etc., when applied at the proper specific gravity, for two-coat work, is from ten to twelve hours at 100° C (212° F.). Thin with benzine.

The most satisfactory varnish for use on form wound coils such as railway and similar type motors.

AJAX BLACK SEMI-PLASTIC BAKING VARNISH No. 22

A black varnish which dries with a semi-plastic film. Is acid and water proof and has fairly good oil-resisting qualities. Has highest dielectric strength and long life under heat. Intended for use on field and stator coils, assembled stators and large and small armatures.

The baking time on coils, etc., when applied at the proper specific gravity, for two-coat work, is from eight to ten hours at 100° C (212° F.). Thin with benzine.

A very satisfactory varnish for A. C. industrial type motors where maximum oil-proofness is not necessary. This characteristic can be obtained by applying a coating of No. 26 Finishing Varnish over the No. 22 Varnish.

AJAX BLACK QUICK BAKING VARNISH No. 23

A very hard, tough varnish, which is oil, acid and water proof. Has highest dielectric strength, long life under heat, and excellent binding and cementing properties. Intended for use where a hard, tough varnish is required. Suitable for large and small armatures, field and stator coils, and assembled stators.

The baking time on coils, etc., when applied at the proper specific gravity, for two-coat work, is from eight to ten hours at 100° C (212° F.). Thin with benzine.

Similar to the No. 14 Clear Varnish except color and should be used where a tough flexible oil proof black is required.

S-W AJAX INSULATING VARNISHES AND COMPOUNDS

Continued

AJAX BLACK AIR DRYING VARNISH No. 25

A black air drying varnish which dries with a fairly hard film. Has excellent insulating properties. Is acid proof and water proof, but not thoroughly oil proof. Intended for use where baking facilities are not available. Suitable for field and stator coils, and all types of armatures, except small high-speed, hand-wound armatures. Good for general repair work.

Will air dry on a flat surface in one hour. Requires from four to eight hours to dry in the interior of a coil, depending on the nature of the coil. Can be baked in one hour at 100° C (212° F.). Thin with benzine.

AJAX CLEAR AIR DRYING FINISHING VARNISH No. 19

A clear spirit finishing varnish. Has good insulating properties. Is thoroughly oil and moisture proof, and produces a transparent, glossy coating. Intended for use as a finishing coating on armatures, field and stator coils, etc., to prevent absorption of lubricating oils and moisture. Machines finished with this varnish may be cleaned by washing with benzine and waste. Will air dry in about twenty minutes. Thin with denatured alcohol.

AJAX BLACK AIR DRYING FINISHING VARNISH No. 26

A black spirit finishing varnish. Has good insulating properties. Is thoroughly oil and moisture proof, and produces a beautiful black glossy finish. Intended for use as a finishing coating on armatures, field and stator coils, etc., to prevent absorption of lubricating oil and moisture. Machines finished with this varnish may be cleaned by washing with benzine and waste. Will air dry in about twenty minutes. May be thinned with denatured alcohol to obtain any desired thickness of coating.

UNDERWRITERS' BLACK ACID-RESISTING INSULATING PAINT No. 27

A black quick drying paint which is an excellent insulator and resists the action of acid and acid fumes. Has no disagreeable odor and air dries to handle in about thirty minutes. Intended as a general purpose paint for meter boards, switchboards, conduits, wiring splices, battery boxes, etc. The film is slightly plastic and the paint gives excellent results on small D. C. field coils, where an air drying varnish is required. Thin with benzine.

S-W AJAX INSULATING VARNISHES AND COMPOUNDS

Continued

AJAX POTHEAD COMPOUND No. 111

A black asphaltic compound, which is plastic and adhesive. Is an excellent insulator and thoroughly water and acid proof. Has a low coefficient of expansion and contraction and will withstand extremes of heat or cold without cracking. Drip point approximately 85° C. (185° F.). Intended for filling potheads and is especially suitable for use in extremely cold climates and closed type potheads. Should be applied by melting until it is thoroughly fluid and pouring into the pothead.

AJAX POTHEAD COMPOUND No. 112

Similar in all respects to Pothead Compound No. 111, except that the melting point is higher, 105° C. (221° F.). Intended for use in very hot climates and inverted type potheads where the No. 111 Compound would be likely to soften and run out.

PACKAGES:

The Ajax Insulating Varnishes listed — with the exception of Ajax Air Drying Finishing Varnish No. 26 — are supplied in one and five-gallon cans, barrels and steel drums.

Ajax Varnish No. 26 is furnished in half-gallon glass bottles, five-gallon wooden kegs and wooden barrels.

Ajax Pothead Compounds Nos. 111 and 112 are put up in five, ten and forty-pound containers and drums.

Ajax Black Acid-Resisting Insulating Paint No. 27 is supplied in pint, quart, gallon and five-gallon cans and barrels and drums.

S-W PRESERVATIVE SHINGLE STAINS

Color Samples

*For Pacific Coast distribution only.
For description and directions for use, see page 51

S-W CARBOLIC-OL SHINGLE STAINS

Color Samples

For description and directions for use, see page 52

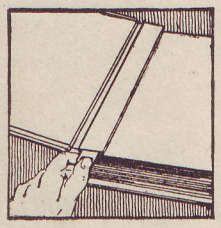
A WORD ABOUT THE SAMPLES

It should be remembered that stains are likely to vary in shade according to the kind of wood used. These samples show Sherwin-Williams Shingle Stains as they appear on red cedar. Where other woods are to be finished, we advise that the stain be tried out on a small strip of the wood to be used before applying to all of the surface.

Directions for Operating

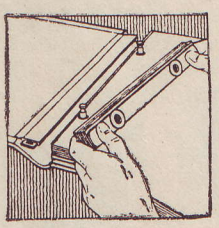
The HEINN SPEEDLOK (SOLID POST) BINDER

(PATENT APPLIED FOR)



To unlock Binder—Pull out slide bar in top wing. Then lift up top wing by taking hold of top wing a little above center.

To lock Binder—bring top wing back over the posts—be sure posts fit in the holes in the top wing—then push in slide bar.



Separate the sheets where desired and slip sheets and retaining bar off the posts. Take out sheets or put in new ones as desired. These three moves take but a few seconds. Each operation is a natural one.

MANUFACTURED BY

THE HEINN COMPANY

MILWAUKEE, U. S. A.

ORIGINATORS OF THE
LOOSE-LEAF SYSTEM OF CATALOGING

THE SHERWIN-WILLIAMS CO.